

2 Design excellence

KEY MESSAGES

Camden is committed to excellence in design and schemes should consider:

- The context of a development and its surrounding area;
- The design of the building itself;
- The use of the building;
- The materials used; and
- Public spaces.

- 2.1 High quality design makes a significant contribution to the success of a development and the community in which it is located. Design of the built environment affects many things about the way we use spaces and interact with each other, comfort and enjoyment, safety and security and our sense of inclusion.
- 2.2 The purpose of this guidance is to promote design excellence and to outline the ways in which you can achieve high quality design within your development.
- 2.3 This guidance primarily relates to Core Strategy Policy CS14 Promoting high quality places and conserving our heritage and Development Policies DP24 Securing high quality design.



When does this apply?

- 2.4 This guidance applies equally to all development, whether new build, converted, refurbished, extended and altered development. However, the implications for a proposal will vary greatly depending on the nature of the site, the proposed use, the scale of development, its interaction with surrounding sites, and existing buildings and structures on the site.

- 2.5 Other sections in this Camden Planning Guidance (CPG) relate to specific types of developments and relevant design matters, for example advertisements, signs and hoardings, designing safer environments, extensions, alterations and conversions, heritage and shopfronts.

General guidance on design

- 2.6 Camden is committed to excellence in design. The borough contains many special and unique places, many of which are protected by conservation area status. In accordance with draft London Plan policies 7.1–7.7, Core Strategy policy CS14 requires development schemes to improve the quality of buildings, landscaping and public spaces and we will not approve design which is inappropriate to its context or fails to improve the character of an area.
- 2.7 We are working with our partners to promote design excellence and improve public buildings, landscaping and the street environment. We have established the Camden Design Initiative which seeks to encourage involvement, awareness and understanding of good design and this is promoted through the bi-annual Camden Design Awards which acknowledge high quality and innovative design. We are also a promoter of the national Civic Trust Awards which are awarded to buildings judged to have made a positive cultural, social or economic contribution to the local community.
- 2.8 In order to achieve high quality design in the borough we require applicants to consider buildings in terms of context, height, accessibility, orientation, siting, detailing and materials. These issues apply to all aspects of the development, including buildings and other structures (e.g. substations, refuse or cycle storage), outdoor spaces, landscaping and access points and should be considered at an early stage in the design of a development, as these elements are often difficult to change in later stages.



Context

2.9 Good design should:

- positively enhance the character, history, archaeology and nature of existing buildings on the site and other buildings immediately adjacent and in the surrounding area, and any strategic or local views. This is particularly important in conservation areas;
- respect, and be sensitive to, natural and physical features, both on and off the site. Features to be considered include, but are not limited to: slope and topography, vegetation, biodiversity, habitats, waterways and drainage, wind, sunlight and shade, and local pollutant sources. Movement of earth to, from and around the site should be minimised to prevent flood risk, land instability and unnecessary transport of aggregates, especially by road; and
- consider connectivity to, from, around and through the site for people using all modes of transport, including pedestrians, cyclists, wheelchair users, those with visual impairments, people with pushchairs, and motorised vehicles.

Building design

2.10 Good design should:

- ensure buildings do not significantly overshadow existing/proposed outdoor spaces (especially designated open spaces), amenity areas or existing or approved renewable energy facilities (such as solar panels). For further information, refer to CPG3 Sustainability Renewable energy (A shadowing exercise may be required for tall buildings or where they are near open spaces);
- consider the extent to which developments may overlook the windows or private garden area of another dwelling;
- consider views, both local and London wide, and particularly where the site is within a recognised strategic viewing corridor (as shown on the policy Proposals Map);
- consider the degree of openness of an area and of open spaces, including gardens including views in and out of these spaces
- contributions to the character of certain parts of the borough;
- provide visual interest for onlookers, from all aspects and distances. This will involve attention to be given to both form and detail;
- consider opportunities for overlooking of the street and, where appropriate, provide windows, doors and other 'active' features at ground floor; and
- incorporate external facilities such as renewable energy installations, access ramps, plant and machinery, waste storage facilities and shading devices into the design of the development. Careful consideration must be given to ensure that the facility does not harm the built environment.

Land use

- 2.11 The use of a building should:
- take into account the proposed use, and the needs of the expected occupants of the buildings and other users of the site and development; and
 - provide clear indication of the use of the building. It is noted, however, that reuse of existing buildings, as well as the accommodation of possible future changes of use, can make this difficult.

Materials

- 2.12 Materials should form an integral part of the design process and should relate to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings. The durability of materials and understanding of how they will weather should be taken into consideration. The quality of a well designed building can be easily reduced by the use of poor quality or an unsympathetic palette of materials. We will encourage re-used and recycled materials, and further guidance is contained within CPG3 Sustainability (Sustainable use of materials).

Tall buildings

- 2.13 Tall buildings in Camden (i.e. those which are substantially taller than their neighbours and/or which significantly change the skyline) will be assessed against a range of design issues, including:
- how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape, and how the top of a tall building affects the skyline;
 - the contribution a building makes to pedestrian permeability and improved public accessibility;
 - the relationship between the building and hills and views;
 - the degree to which the building overshadows public spaces, especially open spaces and watercourses; and
 - the historic context of the building's surroundings.
- 2.14 In addition to these design considerations tall buildings will be assessed against a range of other relevant policies concerning amenity, mixed use and sustainability. Reference should be made to this CPG (Heritage chapter), CPG3 Sustainability (Climate change adaptation chapter) and CPG6 Protecting and improving quality of life (Overlooking and privacy and Wind/microclimate chapters).
- 2.15 Where a proposal includes a development that creates a landmark or visual statement, particular care must be taken to ensure that the location is appropriate (such as a particular destination within a townscape, or a particular functional node) and that the development is sensitive to its wider context. This will be especially important where the

development is likely to impact upon heritage assets and their settings (including protected views).

- 2.16 Design should consider safety and access. Guidance on these issues is contained within this CPG (Designing safer environments chapter) and CPG4 Protecting and improving quality of life (Access for all chapter). Schemes over 90m should be referred to the Civil Aviation Authority.

Design of public space

- 2.17 The design of public spaces, and the materials used, is very important. The size, layout and materials used in the spaces around buildings will influence how people use them, and help to create spaces that are welcoming, attractive, safe and useful. They can also contribute to other objectives such as reducing the impact of climate change (e.g. the use of trees and planters to reduce run-off and provide shading), biodiversity, local food production and Sustainable Urban Drainage Systems (SUDs), and provide useful amenity space. In Conservation Areas there may be particular traditional approaches to landscaping/boundary treatments that should be respected in new designs.
- 2.18 The spaces around new developments should be considered at the same time as the developments themselves and hard / soft landscaping and boundary treatments should be considered as part of wider cohesive design. The landscaping and trees chapter in this CPG, and individual Conservation Area Appraisals, provide further guidance on this issue.
- 2.19 Public art can be a catalyst for improved environmental quality by upgrading and animating public space and enhancing local character and identity through helping create a sense of place. The Council will therefore encourage the provision of art and decorative features as an integral part of public spaces, where they are appropriate to their location and enhance the character and environment.
- 2.20 It is important that public spaces and streets are maintained to a high standard and so, in line with the Local Implementation Plan, the Council will continue to undertake public space enhancement works through specifically targeted programmes. The Designing safer environments chapter in this CPG provides more detailed guidance on the incorporation of safety and security considerations in public spaces.

Design and access statements

- 2.21 Design and Access Statements are documents that explain the design ideas and rationale behind a scheme. They should show that you have thought carefully about how everyone, including disabled people, older people and children, will be able to use the places you want to build.
- 2.22 Design and Access Statements should include a written description and justification of the planning application and sometimes photos, maps and drawings may be useful to further illustrate the points made. The length and detail of a Design and Access Statement should be related to the

related to the size and complexity of the scheme. A statement for a major development is likely to be much longer than one for a small scheme.

2.23 Design and Access Statements are required to accompany all planning, conservation and listed building applications, except in certain circumstances as set out on our website www.camden.gov.uk/planning. Our website also provides a template for Design and Access Statements and lists the information that each statement should contain. Further guidance on Access Statements is provided in CPG4 Protecting and improving quality of life (Access for all chapter).

Further information

General	By Design: Urban Design in the Planning System – Towards Better Practice, DETR/CABE, 2000 Design and Access Statements; how to read, write and use them, CABE, 2007
Tall Buildings	Guidance on tall buildings, English Heritage/CABE, 2007
Historic Environment	Understanding Place, English Heritage 2010; and Building in Context, English Heritage/CABE, 2002.
Other	Royal Institute of Chartered Surveyors (RICS); and Royal Institute of British Architects (RIBA).