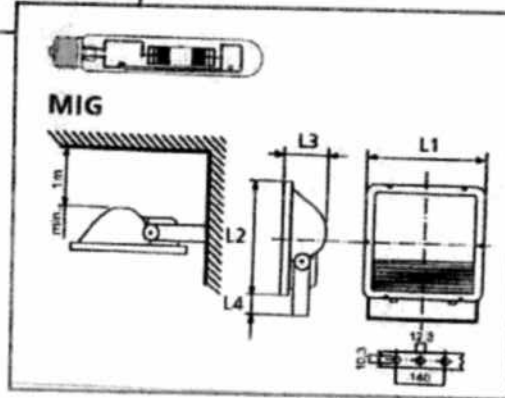
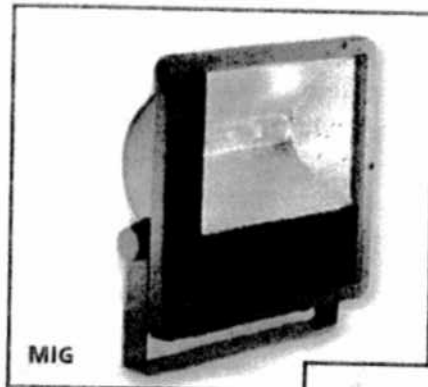




Lighting Information



FEATURES

- Protective system IP 65
- Solid and functional design
- Diecast aluminium housing and lid with cooling ribs
- Pure aluminium reflector
- With integrated ballast, ignitor and capacitor
- Wind exposed surface
ACT: 0,110 m²; MIG: 0,180 m²

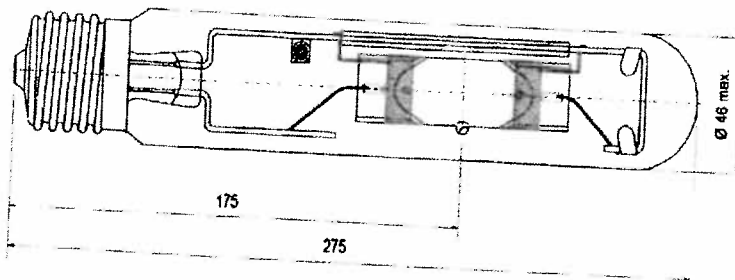
APPLICATION

- Monuments/bridges
- Industrial areas
- Big building sites
- Small sports fields

LIGHT SOURCES

- For ACT: Metal-halide lamps double-ended RX7s and Fc2 (> see BLV catalogue)
- For MIG: Metal-halide lamps single-ended E40 (> see BLV catalogue)

MIG Metal-Halide Lamps



Spezifikation / Specification:	
Lampenleistung / Lamp wattage:	400 W
Lampenstrom / Lamp current:	4,0 A
Zündspannung / Ignition voltage:	4 kV
Farbtemperatur / Colour temperature:	4200 K
Farbkoordinaten / Colour coordinates:	x: 0,372 y: 0,370
Lichtstrom / Luminous flux:	42000 lm
Mittlere Lebensdauer / Average lifetime:	8.000 h
Socket / Base:	E40
Zulässige Brennlage / Reliable burning position:	u360
Kolbenform / Bulb contour:	röhrenförmig / tubular
Kolbentyp / Bulb type:	klar / clear
Verpackungseinheit (Stck.) / Box quantity (pcs.):	12

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Appendix T

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

CS14. Promoting high quality places and conserving our heritage

- 14.1 Camden does not have a single built character but is made up of many diverse areas, each with their own identity. The southern part of the borough, which forms part of Central London, is characterised by a high density built environment and complex mix of uses. The central part of the borough contains several town centres surrounded by areas of medium-density housing and some employment uses. The north of the borough is predominantly residential of a lower density with substantial open space at Hampstead Heath. Throughout the borough there are examples of Camden's unique architectural heritage, with many high quality buildings and places, old and new. This is reflected in our large number of conservation areas and listed buildings, which have been recognised for their special architectural or historic interest.
- 14.2 Our overall strategy is to sustainably manage growth in Camden so it meets our needs for homes, jobs and services in a way that conserves and enhances the features that make the borough such an attractive place to live, work and visit. Policy CS14 plays a key part in achieving this by setting out our approach to conserving and, where possible, enhancing our heritage and valued places, and to ensuring that development is of the highest standard and reflects, and where possible improves, its local area. Policy CS13 above and policy DP22 in Camden Development Policies set out our approach to ensuring that design in the borough is sustainable and that schemes include measures to minimise the effects of, and adapt to, climate change.

CS POLICY

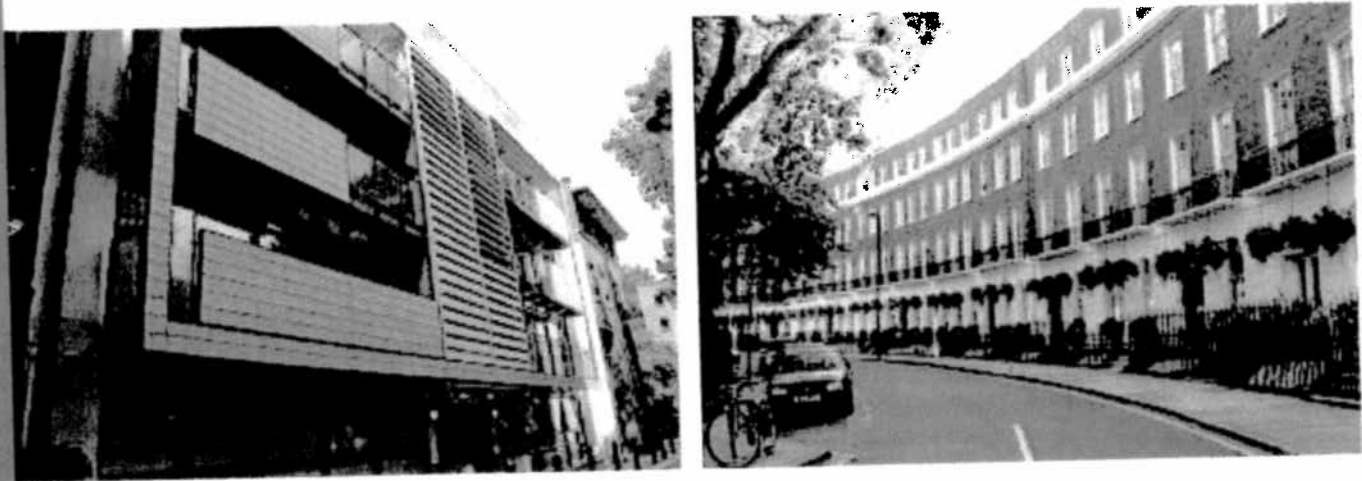
CS14 – Promoting high quality places and conserving our heritage

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by:

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>a) requiring development of the highest standard of design that respects local context and character;</p> <p>b) preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;</p> | <p>c) promoting high quality landscaping and works to streets and public spaces;</p> <p>d) seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;</p> <p>e) protecting important views of St Paul's Cathedral and the Palace of Westminster from sites inside and outside the borough and protecting important local views.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Excellence in design

- 14.3 Camden has many special and unique places and historic and modern buildings of the highest quality. As well as preserving this rich heritage, we should also be contributing to it by making sure that we create buildings of equally high quality that will be appreciated by future generations. The design of the places and buildings that make up our local environment affects us all and our quality of life. High quality design is visually interesting and attractive but it is not just about what things look like. Good design makes places that put people first, are welcoming, feel safe and are enjoyable and easy to use for everyone, whether they are living in, working in or just passing through the borough.

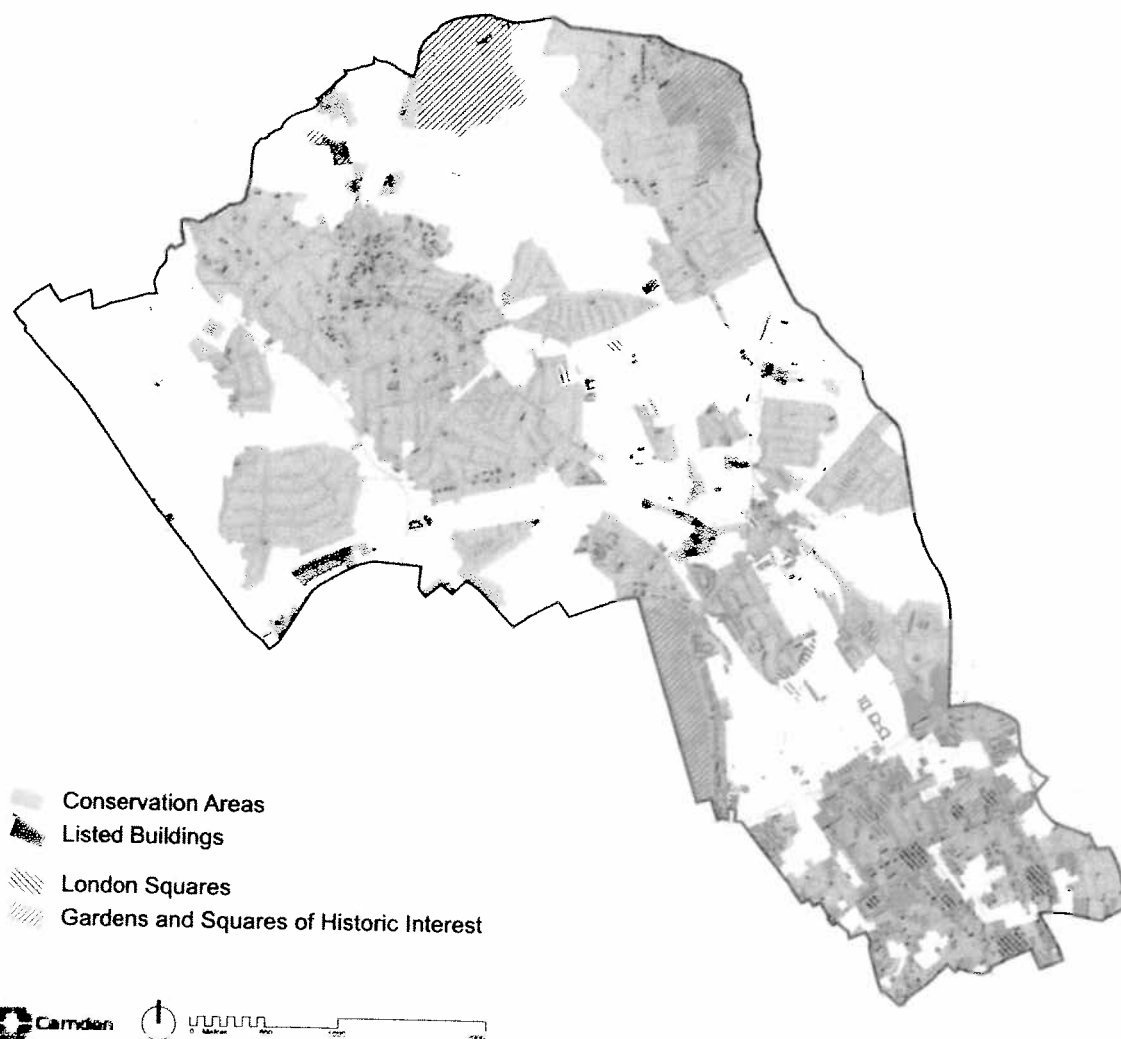





- 14.4 Development schemes should improve the quality of buildings, landscaping and the street environment and, through this, improve the experience of the borough for residents and visitors. The Council will therefore insist on high quality design throughout the borough. In accordance with government guidance in Planning Policy Statement (PPS) 1 – *Delivering Sustainable Development* we will not accept design that is considered inappropriate to its context or which fails to take opportunities to improve the character and quality of an area and the way it functions. Please see Camden Development Policies (policy DP24) for more detailed guidance on our approach to the design of new development and alterations and extensions. When assessing design, we will also take into account government/CABE guidance *By Design – Urban Design in the planning system: towards better practice* and our own Camden Planning Guidance supplementary document.
- 14.5 The Council is working with its partners to promote and celebrate excellence in design and improve public buildings, landscaping and the street environment; for example through the Camden Design Initiative, which seeks to improve public space and the built environment and encourage involvement, awareness and understanding of good design, including the bi-annual Camden Design Awards, which recognise high quality and innovative designs.
- 14.6 Good design is safe and accessible, and responds flexibly to the needs of its users. It creates buildings that have minimal negative impact on the environment, during construction and beyond. The construction and use of buildings currently accounts for around half of national carbon emissions and it is therefore vital that new and redeveloped buildings are designed to have a beneficial impact on their environment. See CS13 – *Tackling climate change through promoting higher environmental standards* and CS17 – *Making Camden a safer place* for our approach to these matters.
- 14.7 High quality design also takes account of its surroundings and what is distinctive and valued about the local area. Camden is made up of a diversity of areas, each with their own distinctive character, created by many elements such as architectural style and layout, social and economic history, landscaping and mix of uses – as summarised in the description of Camden’s character below. As Camden is a densely built-up borough where most development involves the replacement, extension or conversion of existing buildings, taking account of context and local character is particularly important. The Council will therefore expect the design of buildings and places to respond to the local area and its defining characteristics and reinforce or, if appropriate, create local distinctiveness.
- 14.8 While tall buildings offer the opportunity for intensive use, their siting and design should be carefully considered in order to not detract from the nature of surrounding places and the quality of life for those living and working around them. Applications for tall buildings will be assessed against policy CS14 and policies DP24 – *Securing high quality design* and DP25 – *Conserving Camden’s heritage* in Camden Development Policies, along with the full range of policies on mixed use, sustainability, amenity and microclimate. and other relevant policies. Effect on views, impact on local microclimate and provision of communal and private amenity space will also be important considerations.

Camden's heritage

- 14.9 Camden has a rich architectural heritage with many special places and buildings from throughout Camden's history (see map 6). 39 areas, covering much of the borough, are designated as conservation areas, recognising their special architectural or historic interest and their character and appearance. We have prepared conservation area statements, appraisals and management strategies that provide further guidance on the character of these areas. We will take these documents into account as material considerations when we assess applications for planning permission and conservation area consent in these areas.
- 14.10 Over 5,600 buildings and structures in Camden are nationally listed for their special historical or architectural interest, and 53 of the borough's squares are protected by the London Squares Preservation Act 1931. In addition, 14 open spaces in Camden are on English Heritage's Register of Parks and Gardens of Special Historic Interest. The Council will consult with English Heritage over proposals affecting these parks and gardens. We also encourage the restoration and management of Parks and Gardens of Special Historic Interest and London Squares to enhance their value. Camden also has a generally well-preserved archaeological heritage, with 13 identified archaeological priority areas, although this can be vulnerable to modern development and land use.

Map 6: Heritage



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- 14.11 We have a responsibility to preserve and, where possible, enhance our heritage of important areas and buildings. Policy DP25 in Camden Development Policies provides more detailed guidance on the Council's approach to protecting and enriching the range of features that make up our built heritage.
- 14.12 Architectural detail, materials, colour and structures such as walls can make a significant contribution to the appearance of an area, but can often be altered without the need for planning permission. Cumulatively, many minor building works can gradually erode the quality of an area and undermine the quality of conservation areas. We will therefore make use of 'Article 4 Directions' in appropriate locations to bring some minor works under planning control. We are intending to introduce such measures in the conservation areas of Belsize, Hampstead, and Swiss Cottage, where loss of historic character through cumulative change is apparent. Primrose Hill conservation area already benefits from a comprehensive Article 4 Direction, which has helped to retain its high quality historic character.

Landscaping and public realm

- 14.13 The quality of our streets and public spaces affects the quality of all our lives. We enjoy being in and passing through attractive, clean and well-maintained places, but are discouraged from walking in and through areas with a poor environment. An enhanced public realm should integrate transport and land use, contribute to improved walking and cycling environments, respect and reinforce local identity and character, attract people to the area and encourage the use of streets and public spaces to create diverse, vibrant and lively places.
- 14.14 The Council is committed to improving Camden's streets and public spaces and has carried out many improvement schemes with many more ongoing and planned. We have produced a Camden Streetscape Design Manual to raise the standard of street works throughout the borough. This sets standards for our own works and provides guidance for other agencies. It encourages respect for local character and promotes high quality, clutter-free design to make streets and public places that are safe and easy to use for all.
- 14.15 A number of studies on streets and spaces have been produced, particularly for the south of the borough (e.g. Bloomsbury, King's Cross and St Giles/Tottenham Court Road). These have been commissioned and funded by a range of organisations (including TfL, LDA, Design for London and UCL) sometimes in partnership with the Council. It is procedurally difficult for the Council to adopt these non-statutory documents as formal planning or other guidance. We will therefore look to draw on the best of this work to create a long-term vision for these areas, emphasising local character and providing a high quality environment for walking, which is formally agreed by the Council.
- 14.16 In order to improve the environment for walking in the borough, Camden is committed to the 'Legible London' concept which aims to improve how easily pedestrians can understand the layout of the capital and find their way around by introducing clear and consistent signage and maps. The programme has begun in Covent Garden and Bloomsbury, and future schemes are anticipated around the borough. Camden has also established a 'Place Shaping Board' to consider the most appropriate ways to shape the services, facilities, infrastructure and public realm to meet the needs of current and future populations (see section 4 – *Delivering and Monitoring the Core Strategy*).
- 14.17 Further information on measures being taken by the Council and its partners to improve the quality of our streets and public places is included in CS2 – *Growth areas*, CS8 – *Promoting Camden's centres and shops*, CS11 – *Promoting sustainable and efficient travel*, CS15 – *Protecting and improving our parks and open spaces and encouraging biodiversity*, and CS17 – *Making Camden a safer place*.
- 14.18 High quality landscaping plays an important role in the attractiveness and character of our surroundings. It can improve the setting of buildings, bring trees and other greenery into built-up areas to relieve the hard landscaping and provide shade, and provide habitats for wildlife. The Council will expect development schemes to provide a high standard of landscaping and boundary features, such as walls and fences. We will encourage appropriate use of landscaping in the form of 'green roofs', 'brown roofs' and 'green walls' which have a number of environmental benefits (e.g. in providing wildlife habitats, in helping to cool and insulate buildings and in retaining water, helping to

reduce flooding), as well as being visually attractive. More detail on our approach to landscaping is set out in the Council's Camden Planning Guidance supplementary document and policy DP22 in Camden Development Policies.

Access

- 14.19 Good access benefits everyone. However, many people are disadvantaged by poor access to facilities and vulnerable and disadvantaged groups, such as the elderly and disabled people, can be particularly affected. Poor access can be caused by difficulties in reaching facilities or by difficulties in using the facilities themselves. The Council requires new buildings and spaces to be inclusive and accessible to all. As accessibility is influenced by perceptions as well as physical factors, buildings should also be designed to appear, as well as be, fully accessible. The Council will require Design and Access Statements for developments to show how the principles of inclusive design, ensuring access for all, have been integrated into the proposed development, and how inclusion will be maintained and managed.
- 14.20 Making roads and pavements and the spaces between buildings fully accessible is as important as making the buildings themselves accessible. The Council will seek improvements for all pedestrians to ensure good quality access and circulation arrangements, including improvement to existing routes and footways. The Camden Streetscape Design Manual and our Camden Planning Guidance supplementary document provide more detailed guidance on this issue.

Views

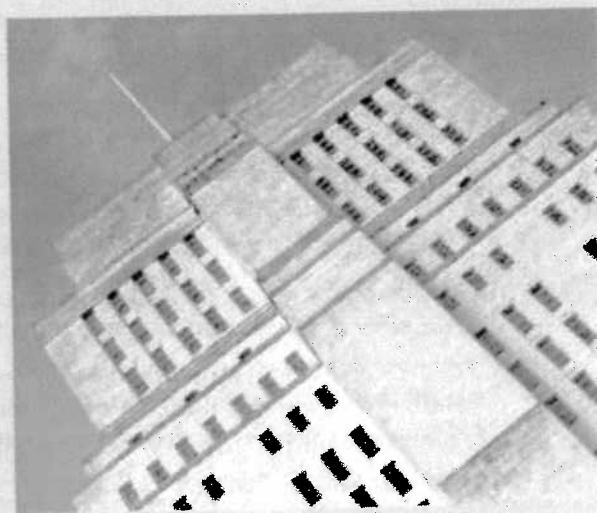
- 14.21 A number of London's most famous and valued views originate in, or extend into, Camden. These are:
- views of St Paul's Cathedral from Kenwood, Parliament Hill and Primrose Hill;
 - views of the Palace of Westminster from Primrose and Parliament Hills; and
 - background views of St Paul's from Greenwich and Blackheath.
- 14.22 The Council will protect these views in accordance with London-wide policy and will resist proposals that would harm them. Where existing buildings that affect a view are redeveloped it is expected that any replacement building will be of a height that does not harm the view. The current framework for protecting these views is set by the London Plan (policies 4B.16 – 4B.18) and the Mayor's London View Management Framework supplementary planning guidance.
- 14.23 The Council will also consider the impact of a scheme, in terms of the townscape, landscape and skyline, on the whole extent of a view ('panorama'), not just the area in the view corridor. Developments should not detract from the panorama as a whole and should fit in with the prevailing pattern of buildings and spaces. They should seek to avoid buildings that tightly define the edges of the viewing corridors and not create a crowding effect around the landmark.
- 14.24 The Council will also seek to protect locally important views that contribute to the interest and character of the borough. These may include:
- views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent's Park, including panoramic views, as well as views of London Squares and historic parks and gardens;
 - views relating to Regent's Canal;
 - views into and from conservation areas; and
 - views of listed and landmark buildings and monuments and statutes (for example, Centrepoint, St Stephen's, Rossllyn Hill and St George's, Bloomsbury).
- 14.25 We will seek to ensure that development is compatible with such views in terms of setting, scale and massing and will resist proposals that we consider would cause harm to them. Development will not generally be acceptable if it obstructs important views or skylines, appears too close or too high in relation to a landmark or impairs outlines that form part of the view. Further guidance on important local views is set out in our supplementary planning documents, for example in individual conservation area statements, appraisals and management strategies and the Planning Framework for the Tottenham Court Road Station and St Giles High Street Area.

Camden's character

Camden is characterised by a great richness and variety in its built and natural environment, with a valuable heritage of local, national and international significance. The following section describes the places, buildings and features that give Camden its distinctive character.

The southern part of the borough is where most of Camden's future growth will take place. It forms part of Central London and has a richly varied and dense character. The planned Georgian streets and squares (e.g. Bedford, Russell, Fitzroy) of Bloomsbury are evidence of the early expansion of London in a form that was architecturally groundbreaking. Modest mews developments to the rear of the terraces contrast in scale and are a particularly characteristic type here and elsewhere in the borough. Regents Park and Nash's 1820s residential development sit at the south western boundary of the borough, contrasting with the earlier Georgian developments in the area.

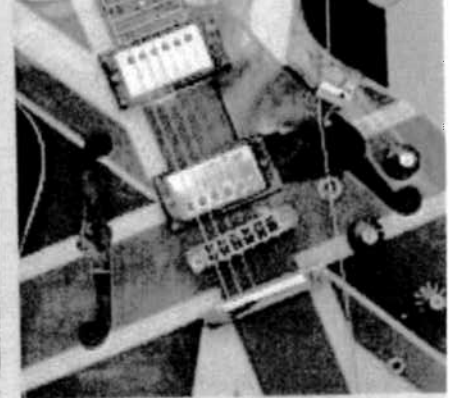
King's Cross and Euston are parts of the borough that are expected to experience the most change and development over the next fifteen years. Railways have had a significant impact on the appearance of the borough from the 19th century to the present day. These brought monumental architecture and inward migration to the borough and their viaducts, cuttings, tunnels and buildings still affect the shape of development in many parts of Camden, in particular to the north of Euston Road. King's Cross was the largest station in England when it opened and is the earliest great London terminus still intact in its original form. St Pancras (by George Gilbert Scott), now the new London terminus for Eurostar, can claim to be Britain's most impressive station in terms of both architecture and engineering and the station's dramatic roof line forms an important local landmark. Euston station, its ancillary accommodation and railway lines have a major impact on the nature of its surroundings and its future redevelopment will create opportunities to improve the local environment and links between neighbouring areas.





The Inns of Court were some of the earliest establishments in the southern part of the borough. The historic buildings, courtyards and squares of Lincoln's Inn and Gray's Inn give a distinctive atmosphere to this part of Camden, and create oases away from surrounding busy roads. Camden's Central London area also contains Seven Dials with its unusual star-shaped street layout and sundial pillar and the brick, semi-industrial buildings and intimate spaces of Hatton Garden, which were developed in the 19th century to house the workshops and offices of the jewellery trade. The area remains an internationally significant jewellery quarter.

Camden is home to a large number of further education establishments and most are located in the southern part of the borough, including the University of London, London School of Tropical Medicine, Central St Martin's College of Art and Design and the Royal Academy of Dramatic Art. These play a significant role in shaping the character and appearance of this part of the borough. The south of the borough also houses a number of nationally important hospitals and medical research institutions, including Great Ormond Street Hospital, the National Hospital for Neurology and Neurosurgery and the Wellcome Trust.



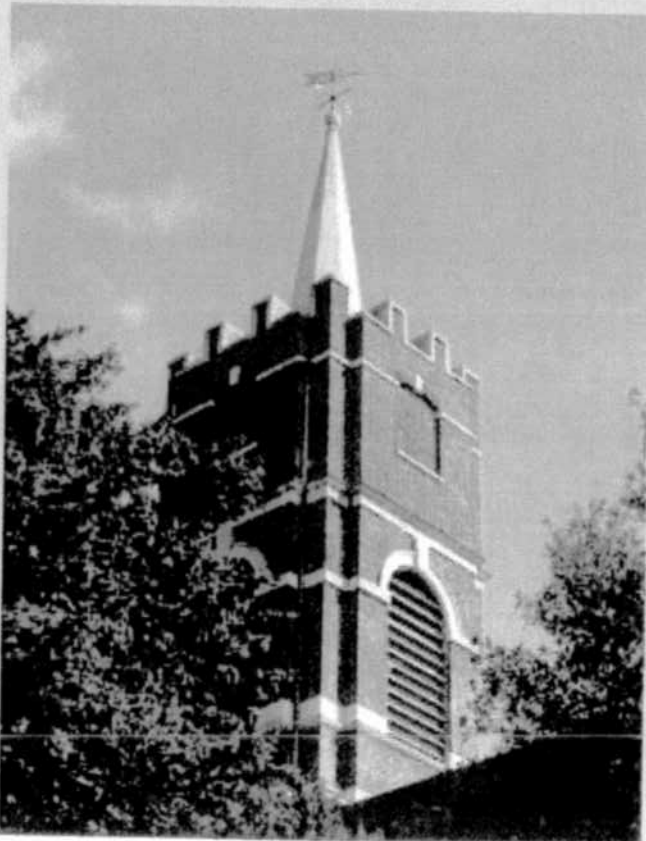
The town centres of Camden Town, Kentish Town and Kilburn High Road are key elements in **the central part of the borough**. These centres developed in a piecemeal fashion along historic routes into London. They are now marked by continuous, close grained development with commercial units at ground floor level on either side of the road, with terraced housing of a similar density on the streets to the east and west, and little open space. Buildings types are generally consistent in appearance, and public houses are frequent landmarks, which echo the original inns and travellers rests along the historic routes. There is a narrow range of scale and height, and dwellings usually have small gardens to front and rear. Camden Town is strongly characterised by its markets and entertainment. These create a strong draw for tourists and influence the style and appearance of development, which is in many cases colourful and individual.

The areas between these major roads and town centres are characterised by speculative, residential development from the mid to late 19th century for the then new middle classes. These show a variety of distinctive architectural forms and scales, with detached and semi-detached houses in classical Italianate form in Belsize and an eclectic variety of styles including neo-Gothic, Queen Anne, Domestic Revival, Arts & Crafts in Fitzjohns/Netherhall, Redington/Froggnal and South Hampstead/Swiss Cottage. Gospel Oak, West Hampstead and the southern parts of Dartmouth Park were developed to a higher density with terraced houses, smaller gardens and have a more urban feel than Camden's other residential areas.

Social housing schemes are also an important element in the borough's built environment. St Andrews House on Saffron Hill is the oldest surviving public housing block in London whilst early 20th century examples include the London County Council's Bourne Estate on Leather Lane. The LLC's Ossulston Estate is considered the most important inner-city estate of the inter-war period. Post-war examples illustrate an architecturally ambitious programme of housing schemes by Camden Council following its creation in 1965, many of which are listed. The characteristic form was a megastructure of stepped terraces. This low rise, high density approach reflected traditional terraced housing, but provided light, privacy and private open space for all levels of accommodation. Examples are Brunswick Centre, and the estates of Fleet Road, Alexandra Road, Maiden Lane and Highgate New Town.

The Regent's Canal runs through the centre of the borough. Although it is often hidden from surrounding areas, it provides an area of nature conservation interest and amenity space along its course through King's Cross and Camden Town to Regent's Park.

The northern part of the borough benefits from the presence of the large open space of Hampstead Heath, which provides amenity and leisure space, a verdant setting to the surrounding development and famous views across London. Hampstead and Highgate are derived from medieval hamlets and have clearly defined village centres which reflect their origins. They have a variety of building types from cottages and terraces to detached houses and grand residences, with a generally densely packed, high quality urban grain of a range of styles, scales and ages. Both areas contain many high quality, architect-designed houses from the 19th and 20th centuries, many of which have become important parts of the local heritage and are listed for their national significance.



Key evidence and references

- Conservation Area Statements/Appraisals/Management Strategies; London Borough of Camden; various dates
- Camden Walking Plan Second Edition 2006
- Camden Streetscape Design Manual 2005
- Planning Policy Guidance 16 – Archaeology and planning; DETR; 1990
- Conservation Principles, Policies and Guidance, English Heritage, 2008
- By Design: Urban Design in the Planning System – Towards Better Practice; DETR/CABE; 2000
- Planning Policy Statement 1 – Delivering Sustainable Development; ODPM; 2005
- Planning Policy Statement 5 – Planning for the Historic Environment; CLG; 2010
- Planning Policy Guidance 15 – Planning and the Historic Environment; DoE; 1994
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- London View Management Framework Supplementary Planning Guidance; Mayor of London; 2007
- Sustainable design, climate change and the built environment; CABE Briefing; 2007
- Easy Access to Historic Buildings, English Heritage, 2004
- Easy Access to Historic Landscapes, English Heritage, 2005
- Seeing History in the View: Methodology for assessing the heritage value within views, English Heritage, 2008
- Guidance on Tall Buildings, English Heritage/CABE, 2007



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.

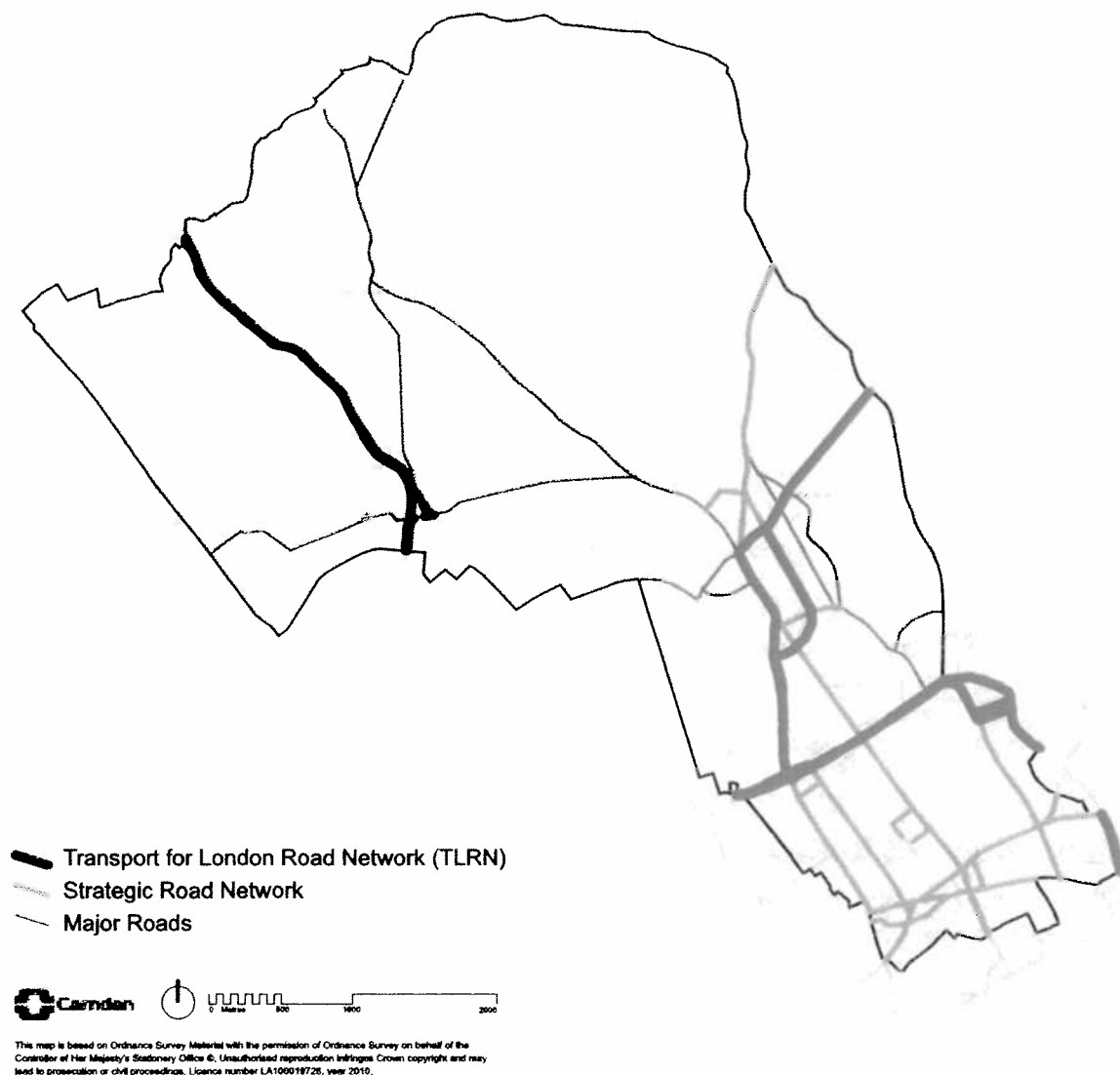
Where development will be connected to the highway network, the Council will require all new public highways to be constructed to a standard it considers to be appropriate for adoption, and expect the routes to be adopted, owned and managed by the relevant Highway Authority.

- 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



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

Improving and protecting our environment and quality of life

DP24. Securing high quality design

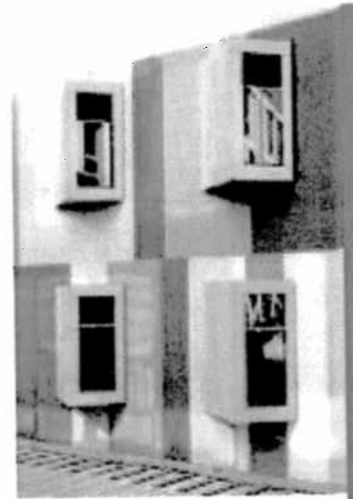
- 24.1 Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage* sets out the Council’s overall strategy on promoting high quality places, seeking to ensure that Camden’s places and buildings are attractive, safe, healthy and easy to use and requiring development to be of the highest standard of design that respects local context and character. Camden has a unique and rich built and natural heritage, with many areas with their own distinct character, created by a variety of elements including building style and layout, history, natural environment including open spaces and gardens, and mix of uses. We have a duty to respect these areas and buildings and, where possible, enhance them when constructing new buildings and in alterations and extensions.
- 24.2 Policy DP24 contributes to implementing the Core Strategy by setting out our detailed approach to the design of new developments and alterations and extensions. These principles will ensure that all parts of Camden’s environment are designed to the highest possible standards and contribute to providing a healthy, safe and attractive environment.
- 24.3 The Core Strategy also sets out our approach to other matters related to design, such as tackling climate change through promoting higher standards (CS13), the importance of community safety and security (CS17) and protecting amenity from new development (CS5). Further guidance on design is contained in our Camden Planning Guidance supplementary document.

DP POLICY

DP24 – Securing high quality design

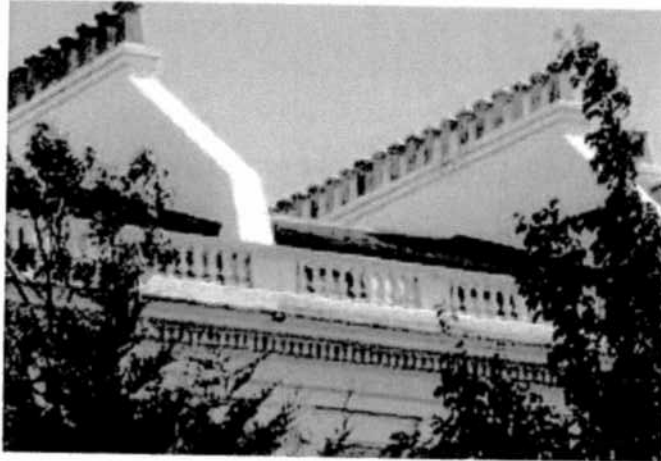
The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) character, setting, context and the form and scale of neighbouring buildings;
- b) the character and proportions of the existing building, where alterations and extensions are proposed;
- c) the quality of materials to be used;
- d) the provision of visually interesting frontages at street level;
- e) the appropriate location for building services equipment;
- f) existing natural features, such as topography and trees;
- g) the provision of appropriate hard and soft landscaping including boundary treatments;
- h) the provision of appropriate amenity space; and
- i) accessibility.



Promoting good design

- 24.4 The Council is committed to design excellence and a key strategic objective of the borough is to promote high quality, sustainable design. This is not just about the aesthetic appearance of the environment, but also about enabling an improved quality of life, equality of opportunity and economic growth. We will therefore apply policy DP24 to ensure that all developments throughout the borough, including alterations and extensions to existing buildings, are of the highest standard of design. In accordance with government guidance in Planning Policy Statement (PPS) 1 – *Delivering Sustainable Development* we will not accept design that is inappropriate to its context or which fails to take opportunities to improve the character and quality of an area and the way that it is used by residents and visitors.
- 24.5 Camden is a densely built-up borough where most development involves the replacement, extension or conversion of existing buildings. Design should respond creatively to its site and its context. This concerns both smaller-scale alterations and extensions and larger developments, the design and layout of which should take into account the pattern and size of blocks, open spaces, gardens and streets in the surrounding area (the ‘urban grain’).
- 24.6 The Council seeks to encourage outstanding architecture and design, both in contemporary and more traditional styles. Innovative design can greatly enhance the built environment and, unless a scheme is within an area of homogenous architectural style that is important to retain, high quality contemporary design will be welcomed. When assessing design, we will take into account government/CABE guidance *By Design – Urban Design in the planning system: towards better practice* and our own Camden Planning Guidance supplementary document.
- 24.7 Development should consider:
- the character and constraints of its site;
 - the prevailing pattern, density and scale of surrounding development;
 - the impact on existing rhythms, symmetries and uniformities in the townscape;
 - the compatibility of materials, their quality, texture, tone and colour;
 - the composition of elevations;
 - the suitability of the proposed design to its intended use;
 - its contribution to public realm, and its impact on views and vistas; and
 - the wider historic environment and buildings, spaces and features of local historic value.
- 24.8 Buildings should be designed to be as sustainable as possible. Environmental design and construction measures are set out in Policy DP22 – *Promoting sustainable design and construction*. Sustainable development also embraces principles of social sustainability which can be addressed by new development which:
- provides comfortable, safe, healthy and accessible space for its users;
 - is fit for purpose and can accommodate future flexibility of use;
 - provides a mix of uses and types of accommodation and provides for a range of needs within the community; and
 - provides sufficient amenity space for the promotion of health and wellbeing.



- 24.9 The re-use of existing buildings preserves the 'embodied' energy expended in their original construction, minimises construction waste and reduces the use of new materials. Many historic buildings display qualities that are environmentally sustainable and have directly contributed to their survival, for example the use of durable, natural, locally sourced materials, 'soft' construction methods, good room proportions, natural light and ventilation and ease of alteration. The retention and adaptation of existing buildings will be encouraged.
- 24.10 Due to the dense nature of Camden with extensive range and coverage of heritage assets, such as conservation areas, numerous listed buildings and five strategic views and two background views crossing the borough, the Council does not consider that it is practical to identify broad areas either suitable, or not suitable, for tall buildings. In the borough, a site may be suitable for a tall building while adjacent sites are not, due to impact on either views, conservations areas or listed buildings. Indeed, in some cases, suitability for a tall building differs across a single site. Given Camden's strategic environmental characteristics, the entire borough is considered as being within the 'sensitive' category, as defined by the English Heritage/CABE Guidance on Tall Buildings (2007). Tall building proposals in Camden will therefore merit detailed design assessments. As part of the revision of the Camden Planning Guidance SPD further clarity will be provided on tall buildings and design issues in Camden.

Respecting local character

- 24.11 Given the highly built-up nature of Camden, careful consideration of the characteristics of a site, features of local distinctiveness, and the wider context is needed in order to achieve high quality development which integrates into its surroundings.
- 24.12 In order to best preserve and enhance the positive elements of local character within the borough, we need to recognise and understand the factors that create it. Designs for new buildings, and alterations and extensions, should respect the character and appearance of the local area and neighbouring buildings. Within areas of distinctive character, development should reinforce those elements which create the character. Where townscape is particularly uniform attention should be paid to responding closely to the prevailing scale, form and proportions and materials. In areas of low quality or where no pattern prevails, development should improve the quality of an area and give a stronger identity.
- 24.13 Development should not undermine any existing uniformity of a street or ignore patterns or groupings of buildings. Overly large extensions can disfigure a building and upset its proportions. Extensions should therefore be subordinate to the original building in terms of scale and situation unless, exceptionally, it is demonstrated that this is not appropriate given the specific circumstances of the building. Past alterations or extensions to surrounding properties should not necessarily be regarded as a precedent for subsequent proposals for alterations and extensions.
- 24.13 Design and Access statements should include an assessment of local context and character, and set out how the development has been informed by, and responds to it. We have prepared a series of Conservation Area Statements, Appraisals and Management Plans which describe the character and appearance of individual conservation areas and set out how the Council considers each can be conserved and enhanced. These should be used by developers to inform their understanding of the special character of the area, and we will take these into account when assessing development proposals in conservation areas. Development Policy DP25 – *Conserving Camden's heritage* provides further guidance on the preservation and enhancement of the historic environment.

Detailing and materials

- 24.15 Architectural detailing should be carefully integrated into a building. In new development, detailing should be carefully considered so that it conveys quality of design and creates an attractive and interesting building. Architectural features on existing buildings, such as cornices, mouldings, architraves, porches and chimneys should be retained wherever possible, as their loss can harm a building by eroding its detailing. The insensitive replacement of windows and doors and the cladding and painting of masonry can also spoil the appearance of buildings and can be particularly damaging if the building forms part of a uniform group.
- 24.16 Schemes should incorporate materials of an appropriately high quality. The durability and visual attractiveness of materials will be carefully considered along with their texture, colour and compatibility with existing materials. Alterations and extensions should be carried out in materials that match the original or neighbouring buildings, or, where appropriate, in materials that complement or enhance a building or area.

Contributing to the street frontage

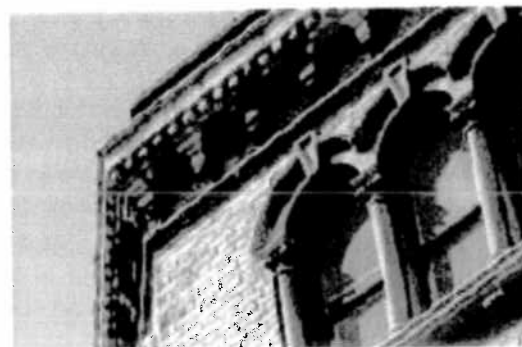
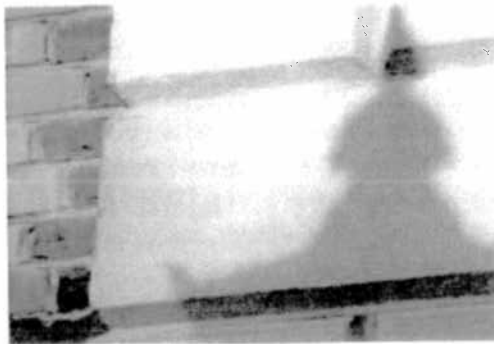
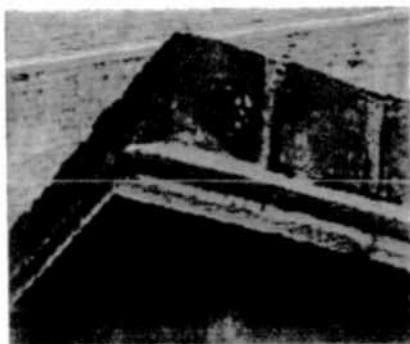
- 24.17 Buildings should be visually interesting at street level, with entrances and windows used to create active frontages, which allow overlooking of public areas, provide a sense of vitality and contribute to making Camden a safer place (see Core Strategy policy CS17). Ground floors should be occupied by active uses and should not turn their back on streets and other public spaces.

Incorporating building services equipment

- 24.18 Building services equipment, such as air cooling, heating, ventilation and extraction systems, lift and mechanical equipment, as well as fire escapes, ancillary plant and ducting should be contained within the envelope of a building or be located in a visually inconspicuous position.

Responding to natural features

- 24.19 New developments should respond to the natural assets of a site and its surroundings, such as slopes and height differences, trees and other vegetation. Extensions and new developments should not cause the loss of any existing natural habitats, including private gardens. Core Strategy policy CS15 – *Protecting and improving our parks and open spaces and encouraging biodiversity* provides further guidance on nature conservation in Camden and the Council's strategy for trees.
- 24.20 Development within rear gardens and other undeveloped areas can often have a significant impact upon the amenity and character of an area. Gardens help shape their local area, provide a setting for buildings and can be important visually. Therefore they can be an important element in the character and identity of an area (its 'sense of place'). We will resist development that occupies an excessive part of a garden, and where there is a loss of garden space which contributes to the character of the townscape.
- 24.21 Development will not be permitted which fails to preserve or is likely to damage trees on a site which make a significant contribution to the character and amenity of an area. Where appropriate the Council will seek to ensure that developments make adequate provision for the planting and growth to maturity of large trees.





Incorporating Landscaping

- 24.22 As with buildings, consideration of context is essential in the design of new hard and soft landscaping. Hard landscape elements (surfaces, boundary treatments etc), and the materials from which they are made, play a significant role in defining the character and attractiveness of a site or area and reinforcing local distinctiveness. New planting can contribute to the attractiveness of a development, soften and balance the impact of buildings and contribute to the biodiversity value of a site. Effective maintenance is often essential to the success of soft landscaping (shrubs, grass etc) and, where appropriate, the Council will expect planting plans to be accompanied by a maintenance schedule. New hard and soft landscaping should be of high quality and should positively respond to its local character.

Providing amenity space

- 24.23 Private outdoor amenity space can add significantly to resident's quality of life and applicants are therefore encouraged to explore all options for the provision of new private outdoor space. Gardens, balconies and roof terraces are greatly valued and can be especially important for families. However, the densely built up nature of the borough means that the provision of private amenity space can be challenging, and the Council will require that the residential amenity of neighbours be preserved, in accordance with policy DP26 – *Managing the impact of development on occupiers and neighbours* and Core Strategy policy CS5 – *Managing the impact of growth and development*.

Accessibility

- 24.24 In line with policy DP29 – *Improving access* the Council will expect all buildings and places to meet the highest practicable standards of access and inclusion. Any adaptation of existing buildings must therefore address this issue and respond to access needs whilst ensuring that alterations are sympathetic to the building's character and appearance. Policy DP25 – *Conserving Camden's heritage* provides further guidance on providing access to listed buildings.

Key evidence and references

- By Design: Urban Design in the Planning System – Towards Better Practice; DETR/CABE; 2000
- Planning Policy Statement (PPS) 1 – Delivering Sustainable Development, 2005
- Planning Policy Statement (PPS) 12 – Local Spatial Planning, 2008
- Making design policy work, CABE; 2005
- The London Plan (consolidated with alterations since 2004); Mayor of London; 2008
- Building in Context, CABE/English Heritage, 2002
- Tree and Woodland Framework for London, Mayor of London, 2005



DP25. Conserving Camden’s heritage

- 25.1 Camden has inherited a rich architectural heritage with many special places and buildings from many different eras in the area’s history, from the historic villages of Hampstead and Highgate to Georgian squares and John Nash’s Regent’s Park terraces, from the Victorian engineering of St Pancras Station to iconic modern structures such as Centrepont. These places and buildings add to the quality of our lives by giving a sense of local distinctiveness, identity and history. 39 areas, covering much of the borough, are designated as conservation areas, recognising their special architectural or historic interest and their character and appearance. Also, thousands of buildings in Camden are nationally listed for their special historical or architectural interest (see map 3). We have a responsibility to preserve and, where possible, enhance these areas and buildings. This policy helps to implement Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage*.

DP POLICY

DP25 – Conserving Camden’s heritage

Conservation areas

In order to maintain the character of Camden’s conservation areas, the Council will:

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;
- c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;
- d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and
- e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden’s architectural heritage.

Listed buildings

To preserve or enhance the borough’s listed buildings, the Council will:

- e) prevent the total or substantial demolition of a listed building unless exceptional circumstances are shown that outweigh the case for retention;
- f) only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building; and
- g) not permit development that it considers would cause harm to the setting of a listed building.

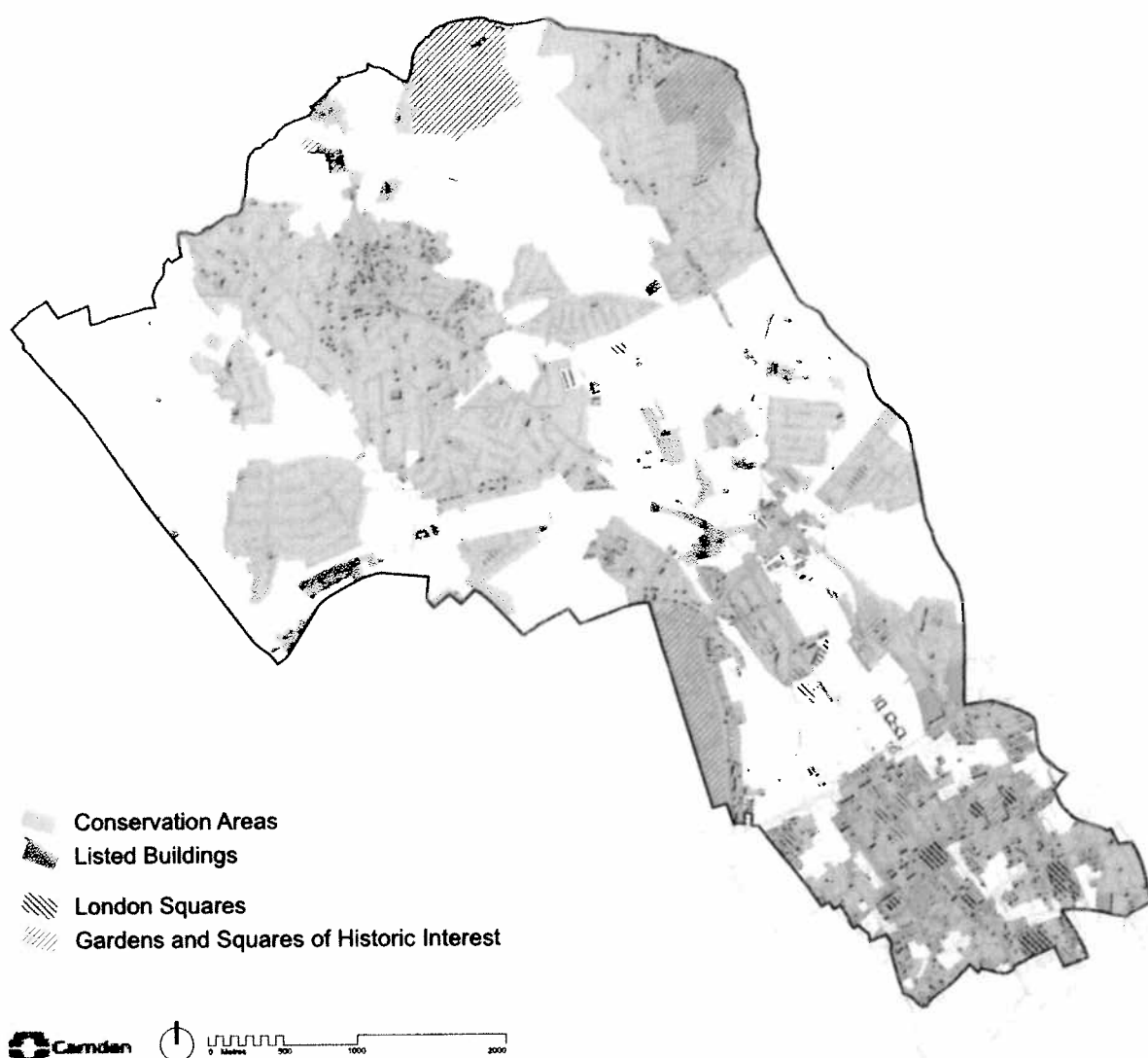
Archaeology

The Council will protect remains of archaeological importance by ensuring acceptable measures are taken to preserve them and their setting, including physical preservation, where appropriate.

Other heritage assets

The Council will seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares.

Map 3: Heritage

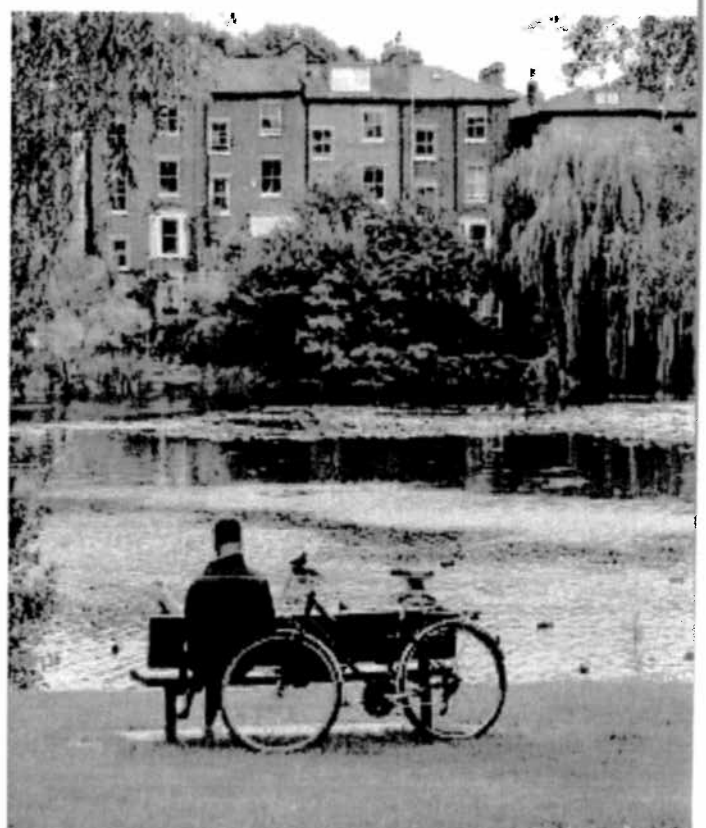
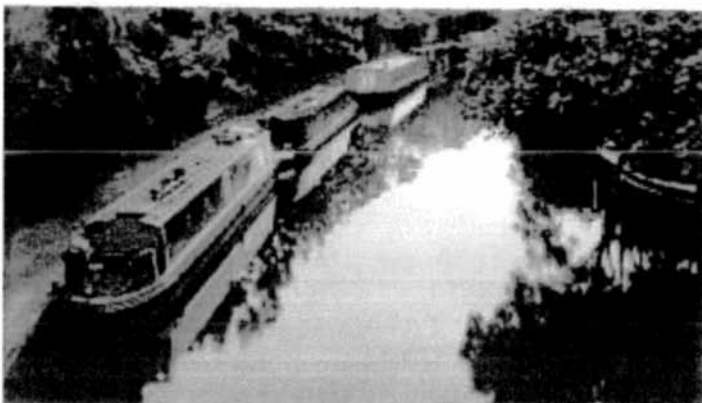


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Conservation Areas

- 25.2 In order to preserve and enhance important elements of local character, we need to recognise and understand the factors that create this character. The Council has prepared a series of conservation area statements, appraisals and management plans that assess and analyse the character and appearance of each of our conservation areas and set out how we consider they can be preserved and enhanced. We will take these into account when assessing planning applications for development in conservation areas. We will seek to manage change in a way that retains the distinctive characters of our conservation areas and will expect new development to contribute positively to this. The Council will therefore only grant planning permission for development in Camden's conservation areas that preserves and enhances the special character or appearance of the area. The character of conservation areas derive from the combination of a number of factors, including scale, density, pattern of development, landscape, topography, open space, materials, architectural detailing, and uses. These elements should be identified and responded to in the design of new development. Design and Access Statements should include an assessment of local context and character, and set out how the development has been informed by it and responds to it.

- 25.3 The character and appearance of a conservation area can be eroded through the loss of traditional architectural details such as historic windows and doors, characteristic rooftops, garden settings and boundary treatments. Where alterations are proposed they should be undertaken in a material of a similar appearance to the existing. Traditional features should be retained or reinstated where they have been lost, using examples on neighbouring houses and streets to inform the restoration. The Council will consider the introduction of Article 4 Directions to remove permitted development rights for the removal or alterations of traditional details where the character and appearance of a conservation area is considered to be under threat.
- 25.4 Historic buildings in conservation areas can be sensitively adapted to meet the needs of climate change and energy saving – preserving their special interest and ensuring their long term survival. For detailed advice on energy saving in historic buildings and conservation areas visit the English Heritage website and our Camden Planning Guidance supplementary document. Changes in patterns of use can also erode the character of an area. It is therefore important that, whenever possible, uses which contribute to the character of a conservation area are not displaced by redevelopment.
- 25.5 The value of existing gardens, trees and landscaping to the character of the borough is described in DP24 – Securing High Quality Design, and they make a particular contribution to conservation areas. Development will not be permitted which causes the loss of trees and/or garden space where this is important to the character and appearance of a conservation area. DP27 – Basements and lightwells provides further guidance on this issue where landscaping may be affected by basements and other underground structures.
- 25.6 The Council has a general presumption in favour of retaining buildings that make a positive contribution to the character or appearance of a conservation area, whether they are listed or not so as to preserve the character and appearance of the conservation area. We will not grant conservation area consent for the total or substantial demolition of such a building where this would harm the appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention. Applicants will be required to justify the demolition of a building that makes a positive contribution to a conservation area, having regard to Policy HE7 of Planning Policy Statement (PPS) 5: Planning for the Historic Environment, Camden’s conservation area statements, appraisals and management plans and any other relevant supplementary guidance produced by the Council.

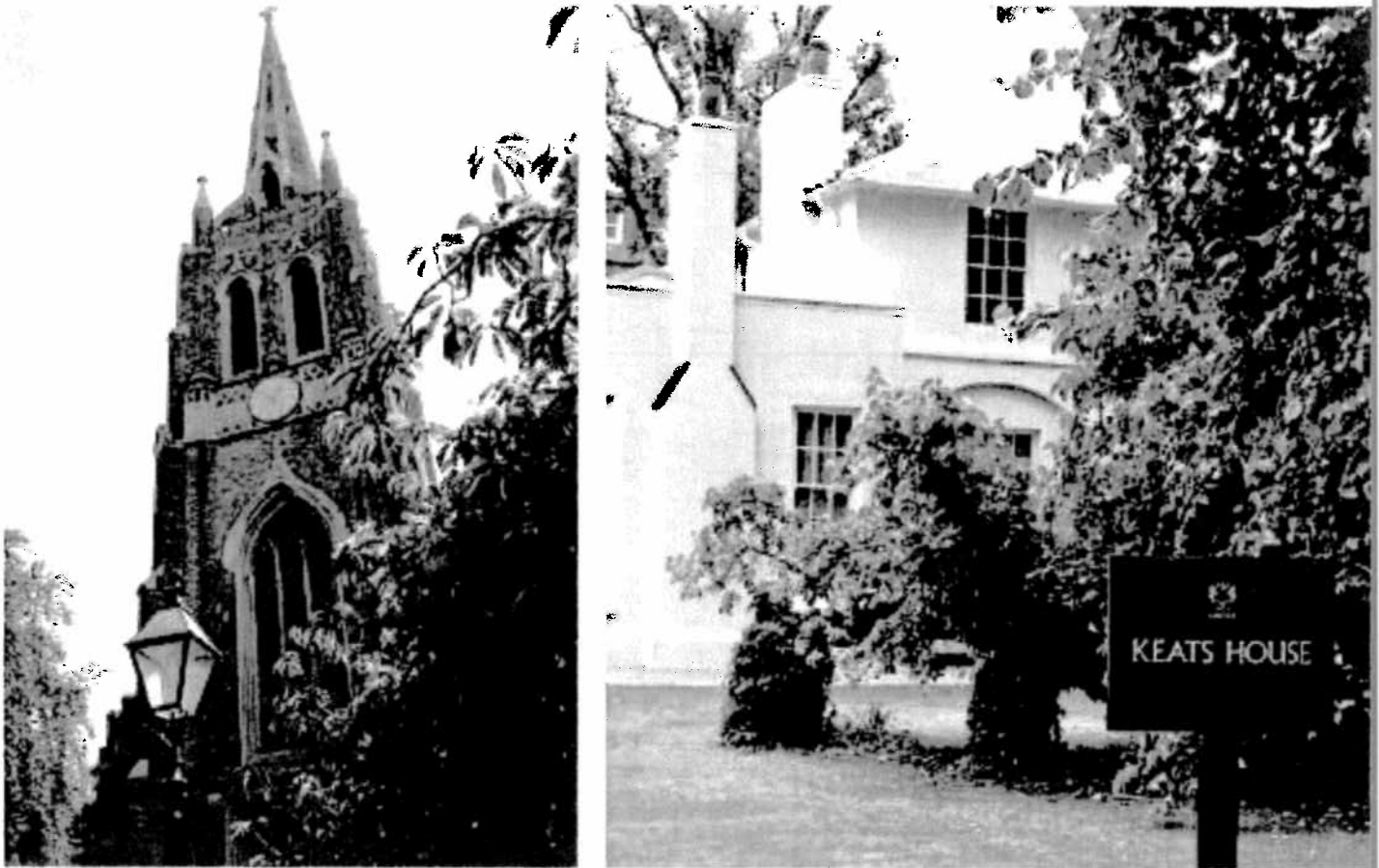


- 25.7 When considering applications for demolition, the Council will take account of group value, context and setting of buildings, as well as their quality as individual structures and any contribution to the setting of listed buildings. Applications must clearly show which buildings or parts of buildings are to be demolished.
- 25.8 Applications for total or substantial demolition in conservation areas must demonstrate to the Council's satisfaction that effective measures will be taken during demolition and building works to ensure structural stability of retained parts and adjoining structures. Before conservation area consent for demolition is granted, the Council must be satisfied that there are acceptable detailed plans for the redevelopment. Any replacement building should enhance the conservation area to an appreciably greater extent than the existing building. When a building makes little or no contribution to the character and appearance of a conservation area, any replacement building should enhance the conservation area to an appreciably greater extent than the existing building.
- 25.9 Due to the largely dense urban nature of Camden, the character or appearance of our conservation areas can also be affected by development which is outside of conservation areas, but visible from within them. This includes high or bulky buildings, which can have an impact on areas some distance away, as well as adjacent premises. The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area.
- 25.10 Our Camden Planning Guidance supplementary document provides further information on our approach to conservation areas.

Listed buildings

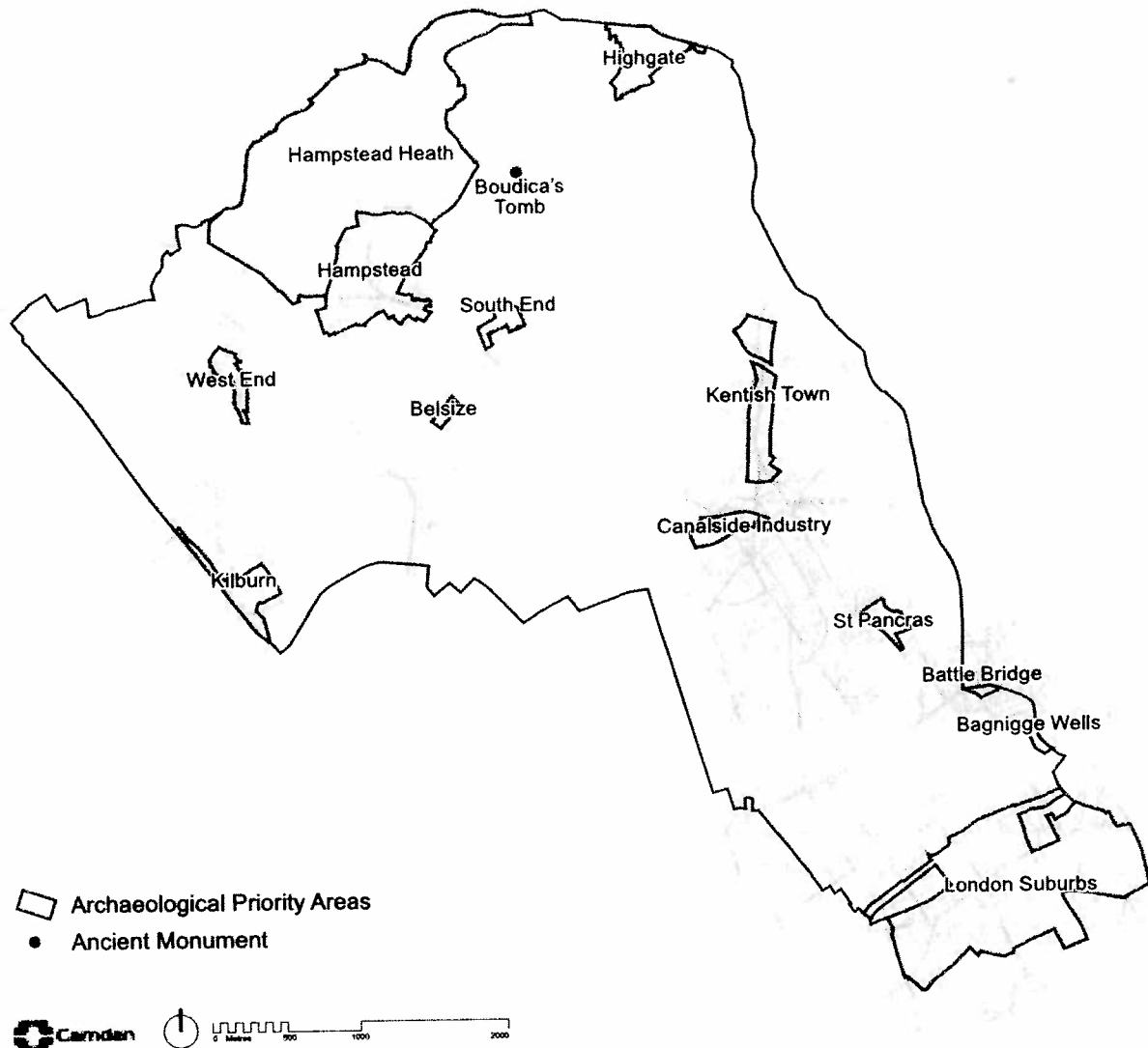
- 25.11 Camden's listed buildings and structures provide a rich and unique historic and architectural legacy. They make an important and valued contribution to the appearance of the borough and provide places to live and work in, well known visitor attractions, and cherished local landmarks. We have a duty to preserve and maintain these for present and future generations. There are over 5,600 buildings and structures in Camden that are on the statutory list for their special architectural or historic interest.
- 25.12 The Council has a general presumption in favour of the preservation of listed buildings. Total demolition, substantial demolition and rebuilding behind the façade of a listed building will not normally be considered acceptable. The matters which will be taken into consideration in an application for the total or substantial demolition of a listed building are those set out in Policy HE7 of PPS5.





- 25.13 In order to protect listed buildings, the Council will control external and internal works that affect their special architectural or historic interest. Consent is required for any alterations, including some repairs, which would affect the special interest of a listed building. The matters which will be taken into consideration in an application for alterations and extensions to a listed building are those set out in Policy HE7 of PPS5.
- 25.14 Where listed buildings are being altered for the provision of access for people with disabilities, the Council will balance their needs with the interests of conservation and preservation. We will expect design approaches to be fully informed by an audit of conservation constraints and access needs, and to have considered all available options. The listed nature of a building does not preclude the development of inclusive design solutions, and the Council expects sensitivity and creativity to be employed in achieving solutions that meet the needs of accessibility and conservation.
- 25.15 The setting of a listed building is of great importance and should not be harmed by unsympathetic neighbouring development. While the setting of a listed building may be limited to its immediate surroundings, it often can extend some distance from it. The value of a listed building can be greatly diminished if unsympathetic development elsewhere harms its appearance or its harmonious relationship with its surroundings. Applicants will be expected to provide sufficient information about the proposed development and its relationship with its immediate setting, in the form of a design statement.
- 25.16 Proposals that reduce the energy consumption of listed buildings will be welcomed provided that they do not cause harm to the special architectural and historic interest of the building or group. Energy use can be reduced by means that do not harm the fabric or appearance of the building, for instance roof insulation, draught proofing and secondary glazing, more efficient boilers and heating/lighting systems, and use of green energy sources. Depending on the form of the building, renewable energy technologies may also be installed, for instance solar water heating and photovoltaics.
- 25.17 Our Camden Planning Guidance supplementary document provides further information on our approach to listed buildings.

Map 4: Archaeological Priority Areas



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Archaeology

25.18 Camden has a rich archaeological heritage comprised of both above and below ground remains, in the form of individual finds, evidence of former settlements and standing structures. These remains are vulnerable to modern development and land use. There are 13 archaeological priority areas in the borough (see map 4):

Hampstead Heath	Hampstead	Highgate
London Suburbs	South End	Bagnigge Wells
St Pancras	West End	Canalside Industry
Kentish Town	Kilburn	
Battle Bridge	Belsize	

- 25.19 The archaeological priority areas provide a general guide to areas of archaeological remains, but do not indicate every find site in the borough. These are based on current knowledge and may be refined or altered as a result of future archaeological research or discoveries.
- 25.20 It is likely that archaeological remains will be found throughout the borough, both within and outside the archaeological priority areas. Many archaeological remains have yet to be discovered, so their extent and significance is not known. When researching the development potential of a site, developers should, in all cases, assess whether the site is known or is likely to contain archaeological remains. Where there is good reason to believe that there are remains of archaeological importance on a site, the Council will consider directing applicants to supply further details of proposed developments, including the results of archaeological desk-based assessment and field evaluation. Scheduled monument consent must be obtained before any alterations are made to scheduled ancient monuments. Camden has only one scheduled ancient monument: Boadicea's Grave in Hampstead Heath.
- 25.21 If important archaeological remains are found, the Council will seek to resist development which adversely affects remains and to minimise the impact of development schemes by requiring either in situ preservation or a programme of excavation, recording, publication and archiving of remains. There will usually be a presumption in favour of in situ preservation of remains and, if important archaeological remains are found, measures should be adopted to allow the remains to be permanently preserved in situ. Where in situ preservation is not feasible, no development shall take place until satisfactory excavation and recording of the remains has been carried out on site, and subsequent analysis, publication and archiving undertaken by an archaeological organisation approved by the Council.
- 25.22 The Council will consult with, and be guided by, English Heritage and the Greater London Archaeology Advisory Service (GLAAS) on the archaeological implications of development proposals. The Greater London Sites and Monuments Record, maintained by English Heritage, contains further information on archaeological sites in Camden. When considering schemes involving archaeological remains, the Council will also have regard to government Planning Policy Guidance (PPG) 16 – Archaeology and Planning.

Other heritage assets

- 25.23 In addition to conservation areas, listed buildings and archaeological remains, Camden contains 14 Parks and Gardens of Special Historic Interest, as identified by English Heritage. There are also 53 London Squares in the borough protected by the London Squares Preservation Act 1931. The Council will encourage the management of Parks and Gardens of Special Historic Interest and London Squares to maintain, and where appropriate, enhance their value and protect their setting. As set out within Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage*, we will consult with English Heritage over proposals affecting these parks and gardens.

Key evidence and references

- Greater London Sites and Monuments Record; English Heritage
- Guidance on conservation area appraisals, English Heritage, 2006
- Guidance on the management of conservation areas, English Heritage, 2006

Camden Planning Guidance

Design

London Borough of Camden

CPG **1**



July 2015

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1 Introduction

What is Camden Planning Guidance?

1.1 We have prepared this Camden Planning Guidance to support the policies in our Local Development Framework (LDF). This guidance is therefore consistent with the Core Strategy and the Development Policies, and forms a Supplementary Planning Document (SPD) which is an additional “material consideration” in planning decisions. The Council adopted CPG1 Design on 6 April 2011 following statutory consultation. This document was updated in 2013 to include Section 12 on artworks, statues and memorials, and updated in 2015 to revise the guidance for recycling and waste storage. Details on these updates and the consultation process are available at camden.gov.uk/cpg.

1.2 The Camden Planning Guidance covers a range of topics (such as housing, sustainability, amenity and planning obligations) and so all of the sections should be read in conjunction, and within the context of Camden’s LDF.

Design in Camden

1.3 Camden has many attractive and historic neighbourhoods as well as both traditional and modern buildings of the highest quality. These are a significant reason that the borough is such a popular place to live, work and visit. As well as conserving our rich heritage we should also contribute towards it by ensuring that we create equally high quality buildings and spaces which will be appreciated by future generations.

1.4 This objective of achieving high quality design does not just concern new development or large-scale schemes, but also includes the replacement, extension or conversion of existing buildings. The detailed guidance contained within this section therefore considers a range of design-related issues for both residential and commercial property and the spaces around them.



What does this guidance cover?

1.5 This guidance provides information on all types of detailed design issues within the borough and includes the following sections:

1. Introduction
2. Design excellence
3. Heritage
4. Extensions, alterations and conservatories
5. Roofs, terraces and balconies
6. Landscape design and trees
7. Shopfronts
8. Advertisements, signs and hoardings
9. Designing safer environments
10. Waste recyclables storage
11. Building services equipment
12. Artworks, statues and memorials

1.6 This guidance supports the following Local Development Framework policies:

Core Strategy

- CS14 Promoting high quality places and conserving our heritage
- CS15 Protecting and improving our parks and open spaces & encouraging biodiversity
- CS17 Making Camden a safer place
- CS18 Dealing with our waste and encouraging recycling

Development Policies

- DP24 Securing high quality design
- DP25 Conserving Camden's heritage
- DP27 Basements and lightwells
- DP29 Improving access
- DP30 Shopfronts

1.7 It should be noted that the guidance covered in this section only forms part of the range of considerations that you should address when proposing new development. In addition to these specific design matters you should also consider wider issues such as cycle storage, residential space standards, wheelchair housing, designing in sustainability measures and impacts on neighbours. Further guidance on these, and other issues, is contained within the Local Development Framework documents and the Camden Planning Guidance.



2 Design excellence

KEY MESSAGES

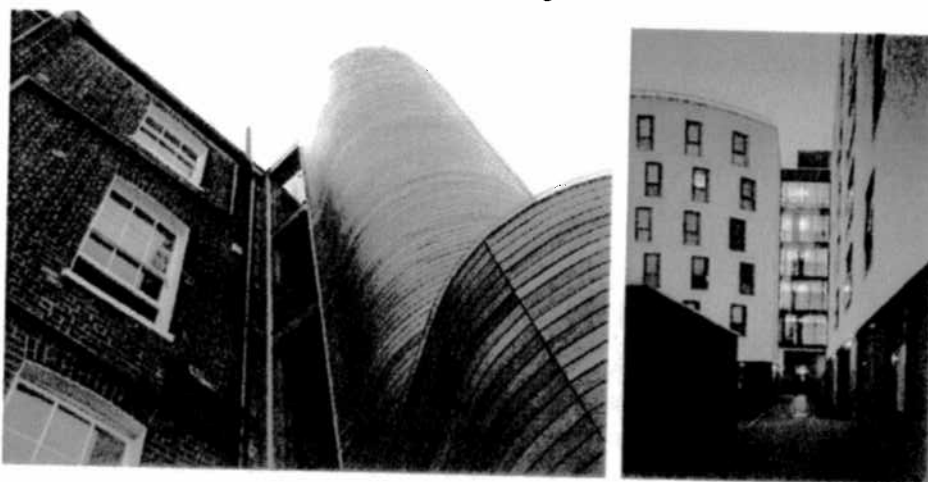
Camden is committed to excellence in design and schemes should consider:

- 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, however these should be laid to ensure a suitable level accessible surface is provided. 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, accessible, 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: conservation areas designation, appraisal and management (2011) Building in Context, English Heritage/CABE, 2002. Seeing History in the View (2011) Good Practice Advice 3- Settings and Views (2015)
Other	Royal Institute of Chartered Surveyors (RICS); and Royal Institute of British Architects (RIBA).

3 Heritage

KEY MESSAGES

Camden has a rich architectural heritage and we have a responsibility to preserve, and where possible, enhance these areas and buildings.

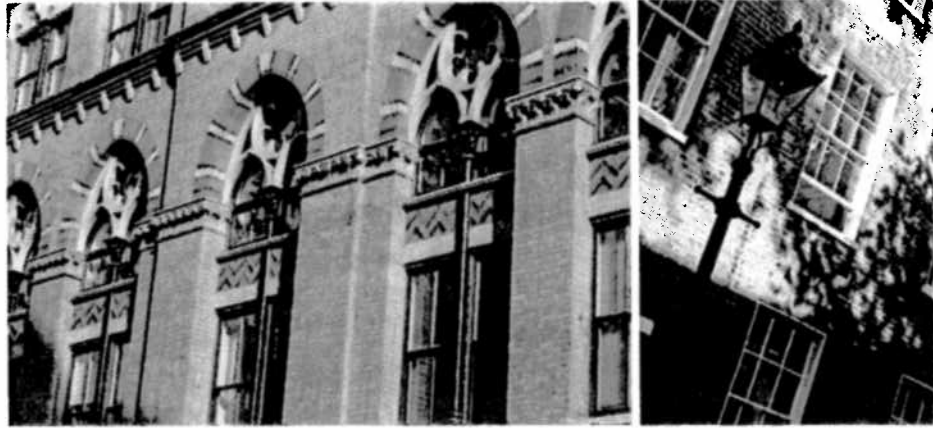
- We will only permit development within conservation areas that preserves and enhances the character and appearance of the area
- Our conservation area statements, appraisals and management plans contain more information on all the conservation areas
- Most works to alter a listed building are likely to require listed building consent
- The significance of 'Non-Designated Heritage Assets' (NDHAs) will be taken into account in decision-making
- Historic buildings can and should address sustainability and accessibility

3.1 This section provides guidance on our identified heritage assets (which include conservation areas, listed buildings and registered parks and gardens), including what they are and the implications of their status and designation. This section also sets out details on how historic buildings can address sustainability.

3.2 This section sets out further guidance on how we will apply Core Strategy Policy CS14 Promoting high quality places and conserving our heritage and Development Policy DP25 Conserving Camden's Heritage.

When does this apply?

3.3 This guidance applies to all applications which may affect any element of the historic environment and therefore may require planning permission, or conservation area or listed building consent.

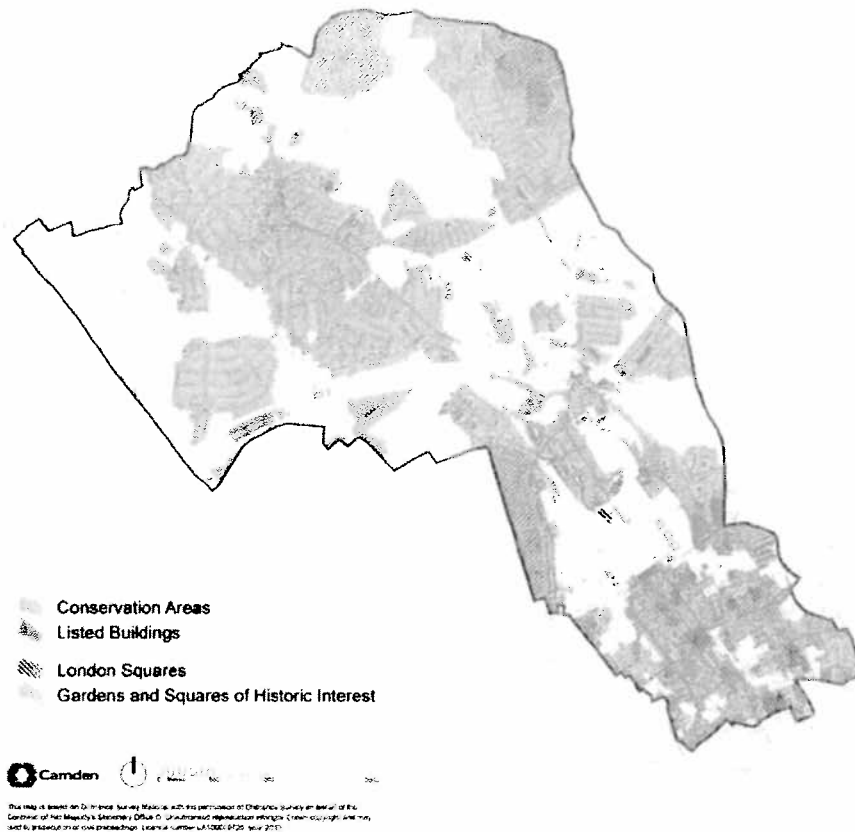


Conservation Areas

What is a conservation area?

- 3.4 A conservation area is defined in the Planning (Listed Buildings and Conservation Areas) Act 1990 as an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve and, where possible, enhance. PPS5 identifies conservation areas as “heritage assets” and requires that proposals in conservation areas are assessed for their impacts on their historic significance. There are 39 conservation areas in Camden, which vary greatly in appearance, size, character and style and these are identified on the LDF Proposals Map.

Figure 1. Conservation Areas



- 3.5 Conservation area designation is a way to recognise the importance of the quality of an area as a whole, as well as giving some protection to individual buildings within it. Conservation areas are not designated to stop all future development or change but to ensure that change is managed to conserve the historic significance of the area as a whole.
- 3.6 Conservation area designation is shown on the proposals map and further information on heritage is available on the 'Conservation and Design' section of the Council's website www.camden.gov.uk and on English Heritage's website www.english-heritage.org.uk.

Effects of conservation area status

- 3.7 We will only permit development within conservation areas, and development affecting the setting of conservation areas, that preserves and enhances the character and appearance of the area (see Planning Policy Statement 5 (PPS5), policy HE8).
- 3.8 The Council has greater control over building work in conservation areas, including demolition, materials and detailed design. Planning permission may be required for alterations or extensions that would not normally need planning permission elsewhere, such as minor roof

alterations, dormer windows, renewable energy installations or installation of a satellite dish.

Renewable energy technology

Renewable energy technologies generate energy from natural resources such as sunlight, wind, rain and heat in the ground, which are naturally replenished.

Demolition in conservation areas

- 3.9 Conservation Area Consent is required to demolish or substantially demolish a building over 115 cubic metres or a structure such as a wall over 1 metre high that adjoins a highway, or more than 2 metres high elsewhere. When determining your application we will follow the guidance in PPS5, Core Strategy policy CS14 and Development Policy DP24 as well as that in our conservation area statements, appraisals and management plans (see below). It is an offence to totally or substantially demolish a building or structure in a conservation area without first getting consent from us and we would not normally allow their demolition without substantial justification, in accordance with criteria set out in government guidance PPS5 – Planning for the Historic Environment.

Trees

- 3.10 Planning legislation makes special provision for trees in conservation areas. Prior to pruning or felling a tree in a conservation area you must provide the Council six weeks notice in writing. All trees that contribute to the character and appearance of a conservation area should be retained and protected. For further information on trees, please see Landscape Design and Trees chapter in this CPG.



Article 4 directions

- 3.11 A range of minor changes can be made to buildings without the need to apply for planning permission as these have a general permission through planning legislation. These changes are known as permitted development. However, the character of a conservation area depends on the presence of specific original details and where these are lost the historic interest and attractive character of the area deteriorates.

- 3.12 In these situations we can issue an Article 4 direction through Article 4 of the Town and Country Planning (General Permitted Development) Order 1995 (as amended). This removes permitted development rights and means a planning application has to be made for minor works that usually do not need one.
- 3.13 Further information on Article 4 directions, including where they apply in Camden is available on the 'Advice and help with planning applications' section of the Council's website www.camden.gov.uk and English Heritage has published Guidance on making Article 4 Directions, available at www.english-heritage.org.uk/publications/guidance-on-making-article-4-directions/

Conservation area statements, appraisals and management plans

- 3.14 We have published a series of conservation area statements, appraisals and management plans that set out our approach to preserving and enhancing the historic significance of each individual conservation area. Many of these conservation area statements are available for download on our website.
- 3.15 Conservation area statements, appraisals and management plans help guide the design of development in conservation areas and we take these into account when assessing planning applications.
- 3.16 Each conservation area statement, appraisal or management plan contains the following:
- A summary of the location and the historical development of an area;
 - A description of its character;
 - An outline of the key issues and development pressures that are currently of concern;
 - The key policy framework for that particular conservation area, and specific guidance for it;
 - An identification of heritage assets and elements of the wider historic environment which give an area its historic significance; and
 - An identification of sites and features that have a negative impact on the conservation area, or where an opportunity exists for enhancement of the area by redevelopment of a building or site.



Listed Buildings

What is a listed building?

- 3.17 A listed building is defined in the Planning (Listed Buildings and Conservation Areas) Act 1990 as a structure or building of special architectural or historic interest. These are included on the Statutory List of Buildings of Architectural or Historic Interest managed by English Heritage. Listed buildings are identified as heritage assets within the LDF and the Council is required to assess the impact that proposals to a listed building, or within their setting, may have on the historic significance of the building.
- 3.18 Listed buildings are graded according to their relative importance as either Grade I, Grade II* or Grade II. Grades I and II* are considered of outstanding architectural or historic interest and are of particularly great importance to the nation's heritage. The majority of listed buildings (about 94% nationally) are Grade II. However, the statutory controls on alterations apply equally to all listed buildings irrespective of their grade and cover the interior as well as the exterior and any object or structure fixed to or within their curtilage.

Listing description

The listing description contains details of a listed building's address, history, appearance and significance. These help to identify what it is about the building that gives it its special historic interest.

- 3.19 Further information on listed buildings in Camden is available on our website www.camden.gov.uk

How can I alter a listed building?

- 3.20 Most works to alter a listed building are likely to require listed building consent and this is assessed on a case by case basis, taking into

account the individual features of a building, its historic significance and the cumulative impact of small alterations. The listing description is not intended to be exhaustive and the absence of any particular feature in the description does not imply that it is not of significance, or that it can be removed or altered without consent. Listed status also extends to any object or structure fixed to the listed building, and any object or structure within its curtilage which forms part of the land. You should contact the Council at the earliest opportunity to discuss proposals and to establish whether listed building consent is required.

- 3.21 Some 'like for like' repairs and maintenance do not require listed building consent. However, where these would involve the removal of historic materials or architectural features, or would have an impact on the special architectural or historic interest of the building, consent will be required. If in doubt applicants should contact the Council for advice.
- 3.22 In assessing applications for listed building consent we have a statutory requirement to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. We will consider the impact of proposals on the historic significance of the building, including its features, such as:
- original and historic materials and architectural features;
 - original layout of rooms;
 - structural integrity; and
 - character and appearance.
- 3.23 We will expect original or historic features to be retained and repairs to be in matching material. Proposals should seek to respond to the special historic and architectural constraints of the listed building, rather than significantly change them.
- 3.24 Applications for listed building consent should be fully justified and should demonstrate how proposals would affect the significance of a listed building and why the works or changes are desirable or necessary. In addition to listed building consent, some proposals may also require planning permission. These applications should be submitted together and will be assessed concurrently.
- 3.25 It is a criminal offence to undertake unauthorised works to a listed building, even if you are not aware the building is listed, and could result in prosecution and fine or imprisonment (or both).
- 3.26 Some works that are required in order to comply with the Building Regulations (e.g. inclusive access, energy efficiency) may have an impact on the historic significance of a listed building and will require listed building consent.

Inclusive access to listed buildings

- 3.27 It is important that everyone should have dignified and easy access to and within historic buildings, regardless of their level of mobility. With

sensitive design, listed buildings can be made more accessible, while still preserving and enhancing the character of the building.

- 3.28 Further guidance is available in CPG4 Protecting and improving quality of life (Access for all chapter) and in the English Heritage publication "Easy Access to Historic Buildings" www.english-heritage.org.uk



Non-Designated Heritage Assets (NDHAs)

- 3.29 Camden has a high quality historic environment which includes listed buildings, conservation areas, parks and gardens recognised for their important architectural or historic interest and many formal squares protected under the London Squares Preservation Act 1931. The Borough also has many attractive, historic, locally significant buildings and features which contribute to the distinctiveness of local areas, but which are not formally designated. The National Planning Policy Framework (NPPF) identifies these features as non-designated heritage assets (NDHAs).
- 3.30 Buildings make up the majority of these NDHAs, but street furniture such as civil parish boundary markers, post boxes or cobbles, and historic natural landscape features such as green spaces, gardens and parks can also be considered NDHAs. Often it is the commonplace things around us that give character to an area, but they may be overlooked because of their familiarity. Pubs, shops, places of meeting, places of worship, benches, statues, whether subtle or idiosyncratic, all contribute to the particular character of a place. They add depth of meaning and make a place special for local people, by acting as a visual marker for the local history, traditions, stories and memories that survive into the present day.

Identification of NDHAs

- 3.31 Non-designated heritage assets may either be identified as part of the planning process (e.g. pre-application process) or on Camden's Local List.

Camden's Local List

- 3.32 Camden's Local List identifies non-designated heritage assets within the borough, providing information about their architectural, historic, townscape and / or social significance. It acts as a valuable resource to residents, developers and other interested parties alike, helping to ensure that the significance of any asset deemed a non-designated heritage asset is carefully considered by the Council in decision making.
- 3.33 In order to ensure that the identification of non-designated heritage assets is consistent and that their significance is properly considered, the selection criteria, set out below, were developed and adopted in November 2012.

To be considered for inclusion on the Local List nominations should satisfy a minimum of two criteria with at least one of them being either criteria 1 or 2.

CRITERIA 1 - ARCHITECTURAL SIGNIFICANCE this includes assets that;

- a) demonstrate distinctive artistic, craftsmanship, design or landscaping qualities of merit (e.g. form, layout, proportions, materials, decoration);

and/or

- b) are attributed to a locally known, architect, designer, gardener or craftsman and demonstrates quality of design, execution, and innovation.

and/or

- c) exemplify a rare type or function which survives in anything like its original condition and form.

CRITERIA 2 - HISTORICAL SIGNIFICANCE this includes assets that

- a) demonstrate rare evidence of a particular phase or period of the area's history;

and/or

- b) are associated with a locally important historic person, family or group;

and/or

- c) are associated with a notable local historic event or movement.

Nominations under this criteria should retain physical attributes which are of key importance to their historical significance.

CRITERIA 3 - TOWNSCAPE SIGNIFICANCE this includes assets which play a key part in supporting the distinctive character of the local neighbourhood either as a landmark, for their aesthetic qualities, through promoting collective identity or group value.

CRITERIA 4 - SOCIAL SIGNIFICANCE this includes assets that

a) are associated with distinctive communal, commemorative, symbolic or spiritual significance;

and/or

b) are associated with locally distinctive cultural heritage, such as art, literature, music or film;

which have support from and are valued by a wider community or society. Nominations under this criteria should retain physical attributes which are of key importance to their social significance.

- 3.34 The Local List can accessed online via the Local List webpage www.camden.gov.uk/localist
- 3.35 The Local List is an evolving document that will develop over time, e.g. as new non-designated heritage assets are identified, or new information requires an existing item on the Local List to be amended. A revised Local List will be published online annually to take account of any necessary amendments, and may also be periodically reviewed and updated.

Implications of being a non-designated heritage asset (NDHA)

- 3.36 Unlike proposals that will affect designated assets (such as statutorily Listed Buildings) being identified as a non-designated heritage asset (either identified on the Local List or as part of the planning process) does not automatically affect your permitted development rights.

However if planning permission is required for any proposal that would either directly or indirectly affect the significance of a non-designated heritage asset (either on the Local List or not) then the Council will treat the significance of that asset as a material consideration when determining the application.

OFFICERS - will make a balanced judgment having regard to the scale of any harm or loss and the significance of the asset/s affected. They will take account of:

- the desirability of sustaining and enhancing the significance of any non-designated heritage asset/s and putting them to viable uses consistent with their conservation;
- the positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality;

- the desirability of new development that affects non-designated heritage assets to preserve and enhance local character and distinctiveness.

APPLICANTS - will need to show how the significance of the asset, including any contribution made by their setting, has been taken into consideration in the design of the proposed works. The level of detail required will be proportionate to the asset/s importance and no more than is sufficient to understand the potential impact of the proposal on the significance of the asset/s affected;

PLEASE NOTE: There is a presumption in favour of retaining NDHAs which are either identified as part of planning process or on the Local List.

- 3.37 The use of Article 4 Direction/s to remove specific permitted development rights from buildings/features identified as non-designated heritage assets will be considered where it is deemed necessary and appropriate.

Non-designated heritage assets and Conservation Areas

- 3.38 The identification of NDHAs and the process of local heritage listing aims to focus attention on buildings/features which are considered to be locally significant but whose architectural and historic value is not formally recognised (and therefore do not currently benefit from protection as part of the planning process).
- 3.39 For this reason the focus of Camden's Local List is largely with buildings/features located outside designated conservation areas and does not include buildings that are identified as making a positive contribution to the character of a conservation area. However there may be exceptional circumstances where a building, landscape or feature is located within a conservation area but can still be considered for inclusion on the local list.
- 3.40 For information on conservation areas please refer to the section 3.4-3.16 in this chapter and our conservation area appraisals which are available on our website.



How can historic buildings address sustainability?

- 3.41 We recognise the role that the historic environment can play in reducing the impact of climate change. For example, reusing existing buildings could avoid the material and energy cost of new development. There are many ways to improve the efficiency and environmental impact of historic buildings, for example improving insulation, draught-proofing and integrating new energy-saving and renewable-energy technologies. We will seek to balance achieving higher environmental standards with protecting Camden's unique built environment (in accordance with LDF Core Strategy policies CS13 Tackling climate change through promoting higher environmental standards and CS14 Promoting high quality places and conserving our heritage) and PPS5 policy HE.1.
- 3.42 More detailed guidance on how to modify buildings without compromising their significance is contained within CPG3 Sustainability (Energy efficiency: new buildings, Energy efficiency: existing buildings, Renewable energy, Climate change adaptation, Water efficiency, Flooding and Sustainable use of materials). For further information see the links at the end of this chapter.

Planning obligations relating to heritage assets

- 3.43 Many of the potential impacts of development on historic buildings and in archaeological priority and conservation areas can be covered through design and by conditions on the planning permission, for example the need to carry out surveys or the storage and restoration of artefacts. Some objectives for building and area conservation or archaeology are unlikely to be satisfactorily controlled by a condition or in such cases and where impacts are off-site, or involve a particularly sensitive or complex programme of works, involving phasing, the Council may require implementation of these measures through a Section 106 Agreement.

Further information

<p>National Planning Policy Framework (NPPF)</p>	<p>The Government's national policies on the historic environment are set out in:</p> <ul style="list-style-type: none"> • National Planning Policy Framework (NPPF) Chapter 12, Conserving and enhancing the historic environment – DCLG, 2012 https://www.gov.uk/government/publications/national-planning-policy-framework--2 <p>If you want guidance implement this national policy, it is provided in:</p> <ul style="list-style-type: none"> • Planning Practice Guidance, guidance category - Conserving and enhancing the historic environment http://planningguidance.planningportal.gov.uk/blog/guidance/conserving-and-enhancing-the-historic-environment/ • PPS 5 Practice Guidance for the Historic Environment is still extant whilst the government prepares further guidance in the form of Technical Advice Notes, due out for consultation summer 2014. http://www.english-heritage.org.uk/professional/advice/government-planning-policy/pps-practice-guide/
<p>English Heritage</p>	<p>www.englishheritage.org.uk</p> <p>Guidance on heritage assets:</p> <ul style="list-style-type: none"> • Guidance on Conservation Area Appraisals, 2006 – English Heritage; • Guidance on Management of Conservation Areas, 2006 – English Heritage; • Climate Change and the Historic Environment (2008); and • Heritage at Risk Register - English Heritage http://risk.english-heritage.org.uk/2010.aspx • Good Practice Guide to Local Heritage Listing (2012) http://www.english-heritage.org.uk/caring/listing/local/local-designations/local-list/ <p>Guidance on sustainability measures in heritage buildings:</p> <ul style="list-style-type: none"> • Energy Conservation in Traditional Buildings • Climate Change and the Historic Environment <p>There is also an online resource dedicated to climate change and the historic environment, available at:</p> <ul style="list-style-type: none"> • www.englishheritage.org.uk/climatechangeandyourhome
<p>Energy Saving Trust</p>	<p>www.est.org.uk</p>

8 Advertisements, signs and hoardings

KEY MESSAGES

In general, the most satisfactory advertisements are those which take into account:

- the character and design of the property;
- the appearance of the surroundings; and
- the external fabric of the building.

- 8.1 The purpose of this guidance is to provide advice on the design and siting of advertisements so that they contribute positively to the appearance and character of an area. All advertisements affect the appearance of the building, structure or place where they are displayed, to the extent that they can sometimes be the most dominant feature in an urban setting.
- 8.2 This guidance relates to Core Strategy Policy CS14 Promoting high quality places and conserving our heritage and Development Policies DP24 Securing high quality design and DP30 Shopfronts.
- 8.3 This guidance applies to all advertisements requiring advertisement consent, i.e. those which do not have “deemed consent” under the regulations.

DEEMED CONSENT

This allows the display of certain “specified classes” of advertisement without first having to make an application to the local planning authority

- 8.4 Guidance on advertisements is also contained within Outdoor advertisements and signs: A guide for advertisers (CLG, 2007, www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements). Where advertisements have deemed consent and do not require formal advertisement consent the guidance in this document should still be applied as a matter of good practice. Reference should also be made to chapter 7 Shopfronts, in this guidance, and the Fact Sheet on Estate agent boards.

What advertisements and signs are acceptable?

- 8.5 Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible.

All advertisements

- 8.6 Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an

integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.

- 8.7 Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties. If an advertisement is required at high level for a specific business use then this will usually be restricted to non illuminated images on windows.

Fascia

Runs horizontally across the ends of the roof rafters, below the lower edge of the roof.

- 8.8 Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).
- 8.9 Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Advertising on street furniture

Street furniture

A collective term for objects on streets and roads, including benches, bollards, post boxes, phone boxes, streetlamps, traffic lights, traffic signs, bus stops etc

- 8.10 Free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

Illumination

- 8.11 The illumination levels of advertisements should be in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition).
- 8.12 The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external.

- 8.13 Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in residential areas, or conservation areas, or on listed buildings.

Trough lighting

An enclosed sign lighting unit using high powered fluorescent tubes.

- 8.14 To ensure that an advertisement does not become unduly dominant in the streetscene, disturb adjoining residents at night, or cause safety hazards to drivers, consideration should be given to the:

- intensity of illumination;
- surface area to be illuminated; and
- positioning and colours.

- 8.15 Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.

Hoardings**Hoarding**

A billboard or large outdoor signboard.

- 8.16 Where advertisement consent is required for the display of hoardings, the following guidance will be applicable:
- 8.17 Advertisement hoardings or posters will not usually be acceptable in predominantly residential areas and will be carefully controlled in conservation areas and on or near listed buildings to ensure that they do not detract from the area's and building's character and appearance. However, if an area has a mix of uses or is predominantly in commercial use some poster or hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building. Some guidelines on when hoardings will not be considered acceptable include:
- in locations where they may prevent or significantly damage views or obscure light;
 - where they are forward of the face of adjoining buildings;
 - where they project above roof ridge/eaves level;
 - where they obscure architectural features or landmarks (including windows or window recesses); and
 - on side walls where they would be unduly dominant.
- 8.18 Temporary poster hoardings used to screen buildings or construction sites while work is being carried out have deemed consent under the 2007 Regulations (please refer to Class 8 in the regulations for specific

details) for commercial, industrial or business uses only. This deemed consent is not available for any residential development and is also not available in conservation areas.

- 8.19 The impact of illumination will be taken into consideration and where it is considered to be a nuisance or out of character with the area then it will not be considered acceptable.

Shroud / banner advertisements

Shroud advertisement

Large scale advert, covering an entire building elevation, often used to shield construction work.

- 8.20 Shroud advertisements come in a range of forms but are generally large-scale and can cover the entire elevation of a building. As a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene and, where the advertisement partially obscures a building, the visual appearance of the building itself. However, they can help to shield unsightly construction work.
- 8.21 Conservation areas and listed buildings are particularly sensitive to these types of advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period. Longer consents will require additional advertisement consent.
- 8.22 Shroud on scaffolding will only be permitted where:
- The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works); and
 - The advertisement covers no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.
 - In some highly sensitive locations or where the building plays a particularly important role in the appearance of the area, a visual representation of the building that is shrouded may be considered necessary to mitigate any harm to the appearance of the area.

8.23 Banner advertisements on buildings will only be permitted where:

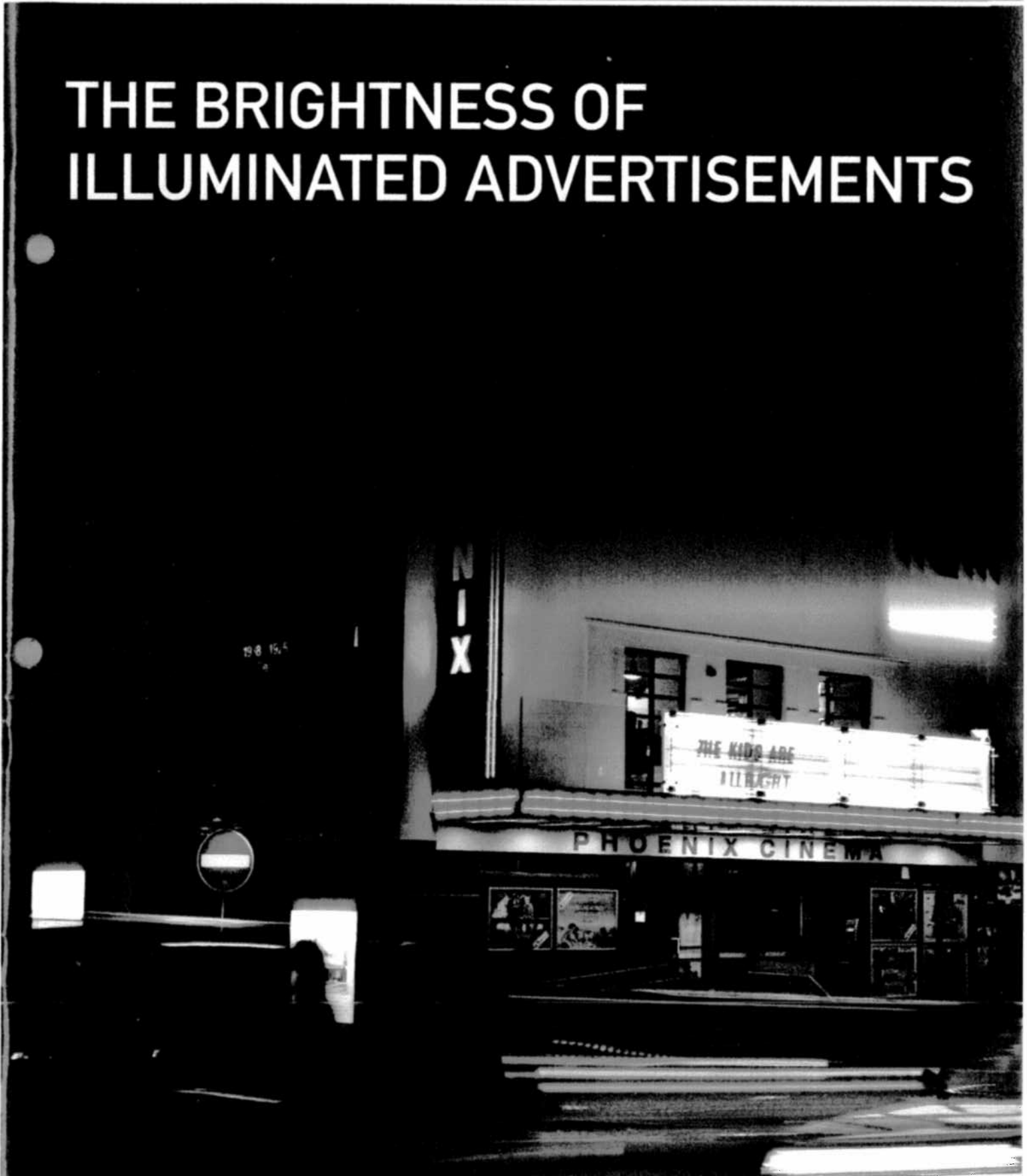
- They relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.
- In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

8.24 NB: The erection of a banner or shroud advertisement may require a specific licence from our Highways Management Team. If advertisement consent is granted for a banner or shroud, this does not indicate that a licence will also be granted. The Highways Management Team should be contacted for more information. For information on licences please contact the Camden Highways Management Team.

Appendix U

PROFESSIONAL LIGHTING GUIDE 05

THE BRIGHTNESS OF ILLUMINATED ADVERTISEMENTS





5 Limiting the luminance of illuminated advertisements

In all cases the limit of luminance should be determined by relating the details of the installation to Table 4 of this report, taking into account its method of illumination, size, location, and orientation.

Consideration should be made to introducing a system of control that imposes a limit on the maximum luminance and time of operation of an advertisement. Any system of control must be easy to understand, interpret, apply and enforce within the present Regulations. It is essential that any luminance limits specified should have regard to amenity and public safety. At the same time, account must be taken of the amenities to which good illuminated advertisement installations contribute and of the commercial interests involved.

For externally illuminated advertisements the provisions of the ILP Guidance Notes¹⁷ for the Reduction of Light Pollution should be applied. In particular:

- a) Luminaires should be positioned such that the light source itself is not directly visible from any usual viewing angle (e.g. to road users or residents).
- b) Luminaires should be adequately secured and positioned such that they light away from adjacent properties or highways. Diffusers, shields or louvres should be incorporated where necessary to control spill light.
- c) Illumination should be switched off when not required – e.g. during the day and after agreed curfews.
- d) Light should be directed downwards. If there is no alternative to up-lighting, then specifically designed lighting equipment – that once installed minimises the spread of light near to, or above the horizontal



A large media screen during the day

complete with all necessary shields and baffles to minimise sky glow – should be used.

Media screens that may be effective during the day are likely to exceed the night time luminance limits. They will require a system that controls luminance accordingly and takes into account any curfews, and the changing time of sunset, and dawn throughout the year.

The limit of luminance to be imposed as a condition of consent should be determined by relating the details of the application to Table 4 of this Report.

The recommended limits of luminance also apply to externally illuminated advertisements and such lighting should be examined to ensure that luminaires are positioned such that the light source itself is not directly visible from any usual viewing angle (e.g. to road users or residents).

The ILP has produced Guidance Notes for the Reduction of Light Pollution and the general principles contained therein are worthy of consideration for all lighting installations. In particular the Guidance Notes detail a number of ways which may be used to reduce the problems of unnecessary, obtrusive light:

- a) Switch off illumination when not required – one possible solution is a curfew with further limitations on lighting levels between agreed hours (e.g. off between 23.00hr and dawn).
- b) For signs with external illumination direct light downwards whenever possible. If there is no alternative to up-lighting, then the use of shields and baffles to help reduce light spill. Use specifically designed lighting equipment that once installed minimises the spread of light near to, or above the horizontal.
- c) Do not “over” light.
- d) For large self luminous signs consider louvres or shields above the sign, this will also reduce the amount of daylight falling on the sign.

Appendix V



Appeal Decision

Site visit made on 10 June 2014

by David Leeming

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 13 June 2014

Appeal Ref: APP/E5900 /H/14/2213749

Eyediology, 79 Commercial Street, London E1 6BD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr R Moseley, Eyediology against the decision of the Council of the London Borough of Tower Hamlets.
 - The application Ref PA/13/02448, dated 3 October 2013, was refused by notice dated 16 December 2013.
 - The advertisement proposed is a scaffold safety screen incorporating an externally illuminated advertisement.
-

Decision

1. The appeal is allowed and express consent is granted for the display of the scaffold safety screen incorporating an externally illuminated advertisement as applied for. The consent is for a maximum period of 9 months and is subject to the five standard conditions set out in the Regulations and the following additional conditions:
 - 1) The express consent hereby granted shall begin on the date of the erection of the scaffold safety screen or by not later than 6 months from the date of this decision, whichever is the earlier.
 - 2) Written notice shall be given to the Council of the date of erection of the safety scaffold shroud within 7 days of that erection.
 - 3) The advertisement shroud shall be removed at the end of the temporary period of express consent or when external refurbishment works to the building have been completed, whichever is the earlier.
 - 4) The maximum luminance of the display shall not exceed 385cd/m².
 - 5) The advertisement shall not be displayed in illuminated form between the hours of 00:00 and 06:00 on any day.

Main Issues

2. The main issues are the effect of the proposed temporary display on public safety and visual amenity.

Reasons

3. On the issue of public safety, although the display would be in close proximity to a traffic light controlled pedestrian crossing, it would be sited above the height of the signals and visible over a reasonable distance in the approach

from the north in advance of the crossing. Thus the position of the advertisement would not result in drivers being unable to see and interpret the traffic signals; and they would be aware of its presence before reaching the crossing. As a result, the display would be unlikely to distract drivers in the vicinity who were taking reasonable care for their own safety and that of others. It would thus not be against the interests of public safety or contrary to the aims of Policy SP09 of the Council's Core Strategy and Policy DM23 in the Council's Managing Development Document.

4. As to visual amenity, specific mention is made in the Government's Planning Practice Guidance to shroud and large 'wrap' advertisements. The Guidance states that buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large 'wrap' advertisements covering the face, or part of the face, of a building.
5. The site is within the Wentworth Street Conservation Area but the character is that of mainly mixed commercial development. In this case, the proposed advertisement, at 10.6m by 9.2m, would be a substantial feature on the scaffold safety screen, partly wrapping around the splay corner of the host building. The return section, to Toynbee Street, would however be a plain white micro mesh. Notwithstanding the size and height of the advertisement, it would appear in a street where there is other high level advertising, including a 48-sheet panel above the frontage of a nearby shop on Toynbee Street and a large illuminated advertisement unit on the upper flank wall at No.65 (?) Commercial Street.
6. On balance, having regard to the above, the proposed advertisement, as an obviously temporary feature during the course of renovation work to the building, would not appear visually incongruous or, as part of the scaffold screen, stand out with undue prominence in the street scene. The character and appearance of the Conservation Area would thus not be materially harmed by its temporary presence. The display would not therefore be contrary to the aims of Policy SP10 in the Core Strategy and Policies DM23 and DM24 of the Council's Managing Development Document.
7. No conditions have been suggested. However, given the uncertainty as to when the scaffold screen will be erected and having regard to regulation 14(8) of the Regulations, it is necessary to attach conditions in relation to the period of consent. Further conditions are also being imposed to ensure that the intensity and hours of illumination are within acceptable bounds. Subject to these conditions the appeal is being allowed.

David Leeming

INSPECTOR



Appeal Decision

Site visit made on 6 January 2015

by **Jim Metcalf BSc DipTP MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 12 January 2015

Appeal Ref: APP/X5990/H/14/2228333

14 Leicester Square, London, WC2H 7NG

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by BlowUp Media UK Ltd against the decision of Westminster City Council.
 - The application Ref 14/09487/ADV, dated 24 September 2014, was refused by notice dated 21 October 2014.
 - The advertisement proposed is a temporary scaffold shroud advertisement for a period of 18 months during building operations printed on lightweight PVC and comprising an architectural coloured 1:1 replica image of the building façade on the Leicester Square and Leicester Place frontages including replica shop fascia signage with an inset digital poster display billboard screen 12m x 3m (LED lighting) for public information and commercial poster advertising below the building image on the Leicester Square frontage.
-

Decision

1. The appeal is allowed and express consent for the display of a temporary scaffold shroud advertisement for a period of 18 months during building operations printed on lightweight PVC and comprising an architectural coloured 1:1 replica image of the building façade on the Leicester Square and Leicester Place frontages including replica shop fascia signage with an inset digital poster display billboard screen 12m x 3m (LED lighting) for public information and commercial poster advertising below the building image on the Leicester Square frontage as applied for is granted. The consent is for eighteen months from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional conditions:-

The display shall be permanently removed at the end of the eighteen month period of consent or upon completion of the building works at 14 Leicester Square, whichever is the sooner, unless a temporary period of consent has been sought and obtained for its continuing display beyond that time.

The adverts displayed on the illuminated LED display shall not change more frequently than once per 10 seconds.

Main Issue

2. The main issue is whether the display of the LED screen would preserve or enhance the character or appearance of the Leicester Square Conservation Area.

Reasons

3. No 14 Leicester Square, Victory House, a large imposing Victorian building, is undergoing extensive refurbishment preparing for use as a hotel. The work is programmed to last until mid-2016. For the duration of work the building, eight storeys high, is surrounded by scaffolding. The scaffolding is partly covered by a shroud on the front facade, displaying the name of the developer/construction company on each level. The scaffold remains exposed around the corner of the building and into Leicester Place. Accommodation work, with painted timber screens, allows access to ground floor shops that continue to trade. The scaffolding and shrouding largely obscures the ornate detail of the building's facades. Victory House is not a Listed Building but is within the Leicester Square Conservation Area.
4. Various policies of Westminster's City Plan and of the City of Westminster Unitary Development Plan refer to the display of advertisements. I have taken these policies into account as a material consideration. However, powers under the Regulations to control advertisements may only be exercised in the interests of amenity and public safety. Planning policies cannot be decisive.
5. Leicester Square is a famous tourist destination at the heart of a lively commercial and entertainment area. The pedestrianised square is bounded by cinemas, clubs, casinos, hotels, cafes and souvenir shops. These buildings mostly present a distinctly commercial appearance with bright, large signs and advertisements in evidence. The cinemas have illuminated signs, some with moving images at a high level on their frontage.
6. The attractive presence of Victory House in Leicester Square is lost for the duration of building work. Indeed without some form of suitable screening, the unsightly presence of the building undergoing renovation detracts significantly from the character and appearance of the conservation area. To mitigate the unsightly appearance of the building the proposed shroud would present a 1:1 scale image of the building in mural form, covering both facades of the building. Facing Leicester Square mock shop fascia signs would be displayed with an illuminated digital billboard in between.
7. The digital billboard, about 12m wide and 3m high, in a central position at first floor level on the elevation facing Leicester Square, would be a modest part of the whole shroud. The billboard would not interrupt the main 1:1 building image on the shroud that would be about 22m wide and 23m high. In total the advertising content of the shroud would be limited, and in significant part related to traders in the shops that are open during the building work. Advertisements displayed on the screen would change at approximately 15 second intervals, with a 'slow dissolve' between each advertisement. It would not display moving or flashing images.
8. In 2011 an appeal was dismissed following a Council decision to refuse consent for a temporary scaffold shroud screen advertisement at Victory House (APP/X5990/H/11/2148222). This scheme would have incorporated an inset commercial advertising area, measuring 16m x 8m, at an upper level on the Leicester Square frontage. The current proposal is appreciably different, more modest in scale, and at a lower level.

9. The combination of the image of the building and the band of advertising at first floor level, including the digital billboard, would provide a more effective screen for the building work than the haphazard and unattractive arrangements currently in place. The shroud would be an obviously temporary feature in the street scene, related to the building work. In these circumstances, I find that the shroud and associated display, including the LED screen, would suitably mitigate the unsightly nature of the building work whilst underway and, in this context, would preserve the character and appearance of the Leicester Square Conservation Area.
10. In addition to the five standard conditions that apply to all consents I am attaching a condition requiring the removal of the display at the end of the eighteen month period of consent to ensure that it is a temporary feature during the period of the work to the building.
11. I have noted the other conditions that the Council suggested should be imposed. A condition is necessary to limit the rate at which the LED images displayed change to limit the intrusive nature of the display. With this exception the application refers to the form of illumination. Consequently I see no need for other conditions, given that any material change to the form of illumination would require a fresh consent.

Jim Metcalf

INSPECTOR