

Camden Core Strategy 2010-2025

Local Development Framework



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Forward Planning
London Borough of Camden
Town Hall Extension
Argyle Street
London WC1H 8EQ

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Section 1

Location and management of Camden's growth

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



CS1. Distribution of growth

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

CS POLICY

CS1 – Distribution of growth

Overall approach to growth and development:

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

We will promote:

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

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

Making the best use of Camden's limited land

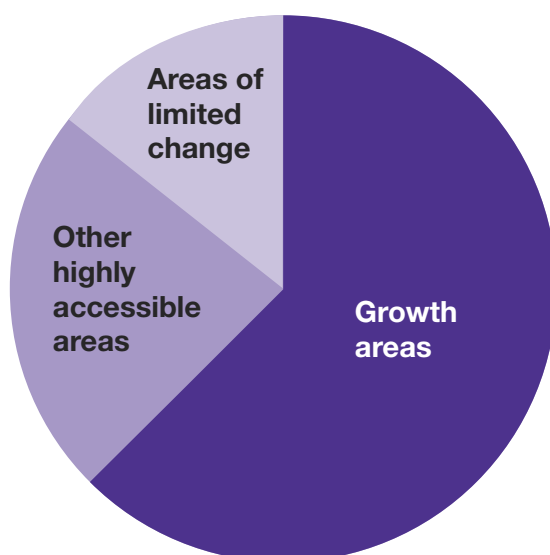
The Council will promote the most efficient use of land and buildings in Camden by:

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

Overall approach to growth and development

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

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



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

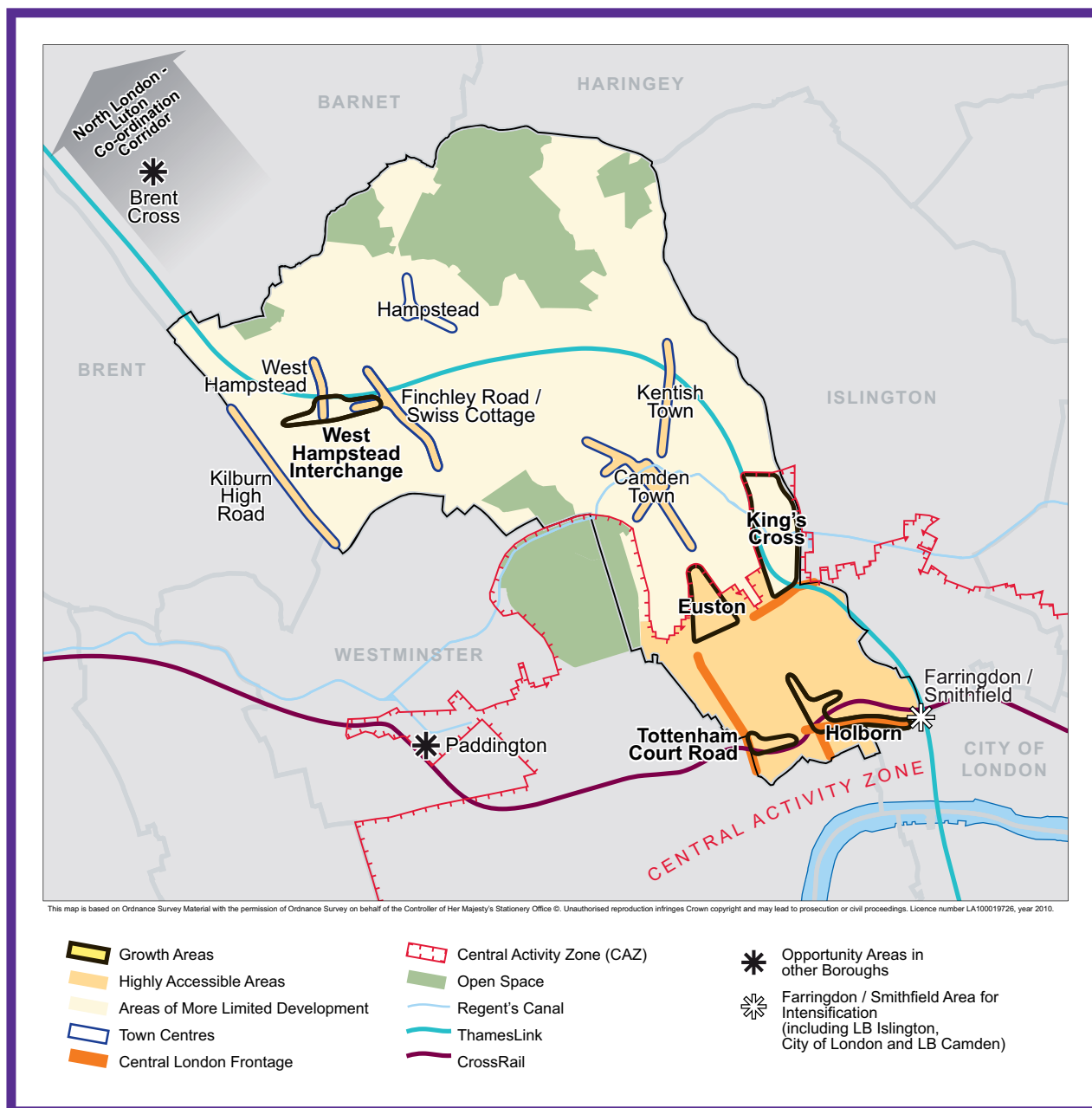


- 1.9 The Council’s overall spatial strategy is illustrated on Map 1 – Key Diagram. This shows the broad location of Camden’s growth areas, other highly accessible locations / town centres, major transport schemes and the borough’s main open spaces.
- 1.10 A key part of our strategy is to ensure that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

Growth areas

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

Map 1: Key Diagram



Other highly accessible locations

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

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

Areas of more limited change

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

Managing growth

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

Making the best use of Camden's limited land

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

Density

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

Mixed use developments

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

Key evidence and references

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



CS3. Other highly accessible areas

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

CS POLICY

CS3 – Other highly accessible areas

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

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

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

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

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

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



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

Farringdon/Smithfield

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

Key evidence and references

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

CS5. Managing the impact of growth and development

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

CS POLICY

CS5 – Managing the impact of growth and development

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

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

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

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

Making sure development achieves the objectives of the Core Strategy

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

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

Protecting amenity

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

Promoting successful communities

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

Key evidence and references

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



CS7. Promoting Camden's centres and shops

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



CS7 – Promoting Camden’s centres and shops

Distribution of retail across Camden

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

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

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

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

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

Neighbourhood centres: located across the borough;

We will also support:

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

Protecting and enhancing Camden’s centres

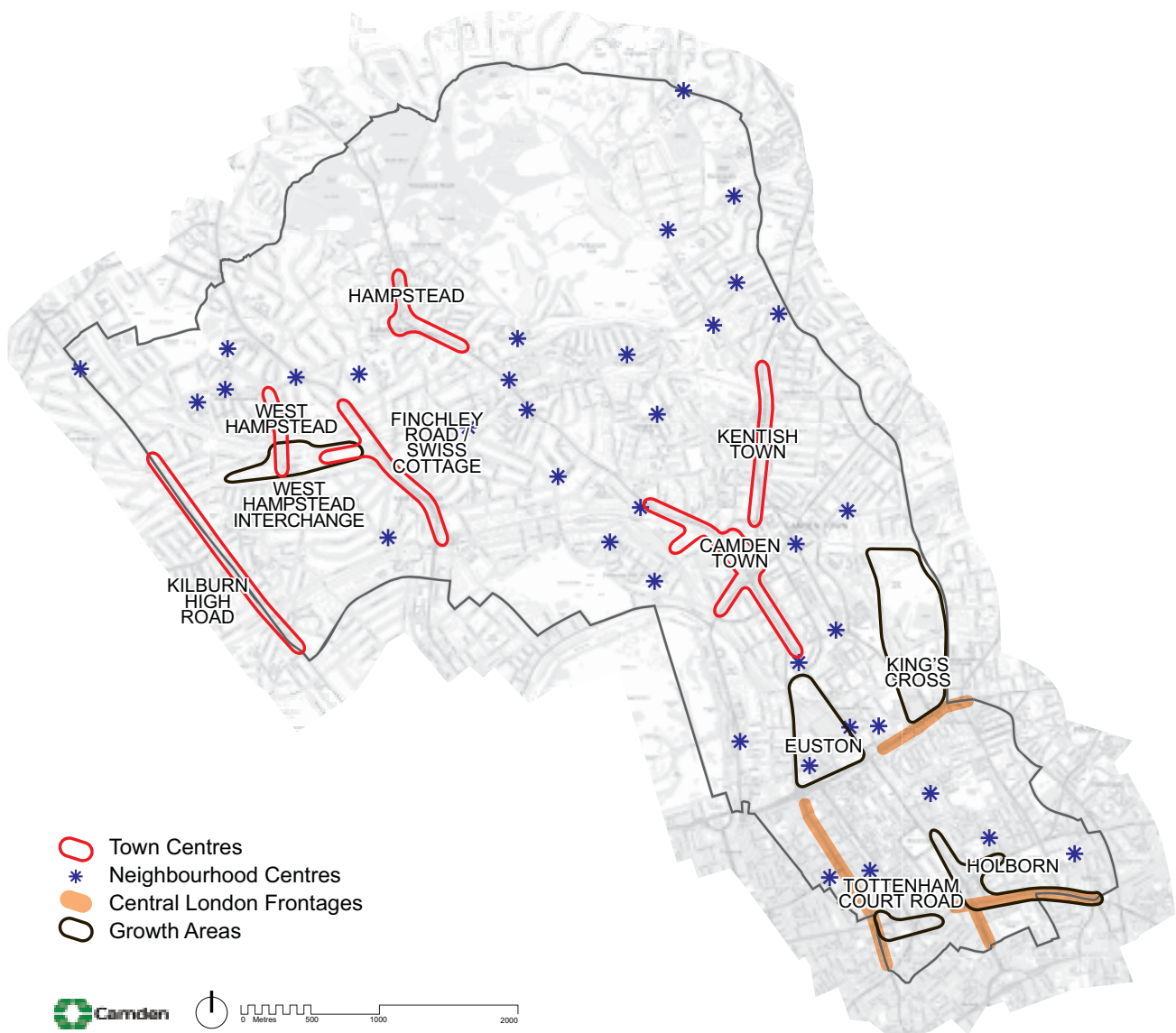
The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by:

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

Distribution of retail growth

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

Map 2: Town Centres



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

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

Protecting and enhancing Camden's centres

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

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

Ensuring a range of shops and other town centre uses

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

Minimising the impact of food, drink and entertainment uses

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



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

Camden's markets and areas of specialist shopping

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

Centre-specific planning objectives

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

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



Centre specific planning objectives

Camden Town

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

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

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

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



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

Kilburn High Road

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

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

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

The Council will:

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





Finchley Road/Swiss Cottage

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

The Council will:

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



West Hampstead

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

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

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

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

Kentish Town

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

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

The Council will:

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

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



Hampstead

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

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

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

Central London Frontages

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

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





Tottenham Court Road/Charing Cross Road

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

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

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

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

The Council will:

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



Holborn

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

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

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

King's Cross/Euston Road

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

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

The Council will:

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





Neighbourhood Centres

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

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

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

Key evidence and references

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

CS8. Promoting a successful and inclusive Camden economy

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



CS8 – Promoting a successful and inclusive Camden economy

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

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

Offices

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

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

Industrial and light-industrial premises

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

C 22. A new creative space for Camden.



Industry area

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

Creative industries

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

REFERENCES

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

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

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

Hatton Garden area

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

Providing a range of employment premises

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

Supporting local employment training schemes and enterprise development

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

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

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



Tourism

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

Key evidence and references

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

CS9. Achieving a successful Central London

9.1 The southern part of Camden plays an important part in providing the vibrancy, diversity and identity that makes the borough such a popular place to visit and live in. It forms part of Central London whose unique role, character and mix of uses provides much of the capital's distinctiveness.

Camden's Central London area:

- is a key part of the nation's capital and a major international city;
- is part of London's Central Activities Zone (CAZ) – see below;
- has a significant residential population adding to its life and diversity and supporting economic and other functions;
- has a concentration of nationally important medical, research and higher education institutions;
- is a major business and employment centre and the main focus of Camden's economy. It contains a significant proportion of the borough's office floorspace, a variety of shopping areas, from neighbourhood centres to specialist retail locations like Covent Garden, and is home to many other uses, including legal, health and professional services; food, drink and entertainment and cultural and tourism uses;
- contains many areas with their own characters and identities – e.g. Fitzrovia, Museum Street area, Hatton Garden and Covent Garden – and many places with a high quality and/or historic environment, for example, conservation areas, listed buildings and London Squares; and
- has excellent public transport links to the rest of London and the UK and routes to mainland Europe.

The extent of Camden's Central London Area is shown in Map 17 in Appendix 6. This area forms part of the Central Activities Zone (CAZ) designated in the London Plan, which extends across nine boroughs. The Central Activities Zone is the core of the capital with a unique cluster of activities contributing to London's role as a 'world city'.

9.2 Central London will experience much of the growth identified for Camden in future years, concentrated in the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn. In addition, due to its high level of accessibility other parts of central London may be considered to be a suitable location for uses which attract a large number of journeys. Please see policy CS2 for our approach to growth areas and CS3 on other highly accessible areas. Policy CS9 sets out our approach to the unique pressures and challenges faced by Central London and how we will manage growth in the area to ensure it brings benefits to the borough and beyond and protects and enhances the factors that make a popular place to live, visit and do business.

9.3 The challenges facing Central London include managing significant development pressures to ensure that development in growth areas and other locations links with and supports existing communities, and ensuring that its variety of uses can operate and thrive without causing harm to each other. To maintain the character and vibrancy that is provided by Central London's residential communities, there is a need to continue to provide a range of homes including affordable housing, and necessary community facilities and open space. Road and public transport congestion, air quality, noise, the quality of streets and spaces, the management of the night time economy and reducing opportunities for crime and anti-social behaviour are also important issues in this part of the borough.



CS9 – Achieving a successful Central London

The Council will support and promote the Central London area of Camden as a successful and vibrant part of the capital to live in, work in and visit. We will:

- a) recognise its unique role, character and challenges;
- b) support Central London as a focus for Camden's future growth in homes, offices, hotels, shops and other uses;
- c) seek to ensure that development in Central London, in the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn and beyond, contributes to London's economic, social and cultural role while meeting the needs of local residents and respecting their quality of life;
- d) support residential communities within Central London by protecting amenity and supporting community facilities;
- e) seek to secure additional housing and affordable homes, including as part of appropriate mixed use developments;
- f) take into account the specific identity of the areas within Central London when taking decisions on planning applications and in relevant initiatives and works;
- g) promote and protect areas of specialist activity, such as the Museum Street area and Hatton Garden;
- h) support the concentration of medical, educational, cultural and research institutions within central London;
- i) preserve and enhance the area's historic environment;
- j) seek to improve the quality of the area's streets and places, the connections between them and the ease of movement into, and through, the area;
- k) continue to designate Central London as a Clear Zone Region to reduce congestion, promote walking and cycling and improve air quality;
- l) promote improved community safety;
- m) manage the location and concentration of food, drink and entertainment uses and their impact;
- n) allocate sites within Central London for appropriate uses, including offices and housing, in the Camden Site Allocations document.

- 9.4 The Council will seek to promote a successful Central London area while achieving a balance between the interests of its residents and the area's economic, social and cultural use and roles. As Central London experiences the most intense development pressures in the borough and contains a diverse and dense mix of uses, including a significant residential community, the need to ensure that development supports the continued success of the area but does not cause harm to its neighbours is particularly acute in this part of the borough (please see policy CS5 and policy DP26 – *Managing the impact of development on occupiers and neighbours* in Camden Development Policies).
- 9.5 Central London is the location of most of Camden's growth areas (King's Cross, Euston, Tottenham Court Road, Holborn). Development in these areas, and throughout Central London, should contribute to the area economically, socially and environmentally, through providing a substantial number of new jobs and space for businesses; supporting community facilities; protecting and improving the amenity of local residents; being of high quality design and by contributing to improving open space. Camden's Central London area will continue to be the borough's economic focus, contributing to the success of the Central Activities Zone (CAZ) and London's role as a major global city, and providing the majority of jobs in Camden. This Core Strategy identifies Central London as the focus of the majority of future office and retail development in the borough over the next 15 years, with King's Cross the location of a substantial proportion of this growth (please see policies CS8 – *Promoting a successful and inclusive Camden economy* and CS7 – *Promoting Camden's centres and shops*).



- 9.6 Camden's Central London area is a major draw for Londoners and for tourists visiting the city, making a significant contribution to the attractiveness and economy of both the borough and the capital. Attractions include the British Museum, Covent Garden, Hatton Garden and numerous theatres, bars and restaurants. These are also used by Camden residents and are therefore important local facilities. Central London is considered an appropriate location for facilities that attract large numbers of visitors; however, it is important that these do not harm to local character or amenity or cause congestion. (See policies CS1 – *Distribution of growth*, policy CS2 – *Growth areas*, CS3 – *Other highly accessible areas* and Camden Development Policies policy DP14 – *Tourism development and visitor accommodation*).
- 9.7 Policy CS7 – *Promoting Camden's centres and shops* (supported by policy DP12 in Camden Development Policies) seeks to make sure that new food, drink and entertainment uses do not cause harm to our centres, the local area or the amenity of residents. This is a particular issue in Covent Garden and other parts of Central London. Within Covent Garden and the Charing Cross Road area, new entertainment uses will only be allowed where they are small in scale, have a low impact and will not result in an increased concentration of late night uses. The Council has produced area-specific Planning Guidance for Central London which seeks to manage the location and concentration of food, drink and entertainment uses, particularly those which operate late into the evening, so they contribute to Central London's vibrancy in a way that does not harm the quality of life of local people, the character of the area or other uses or activities. It gives detailed guidance on how the Council will consider the potential impacts of proposals for food, drink and entertainment uses and protect the amenity of residents. In addition, Camden's Statement of Licensing Policy 2008 recognises the concentration of licensed premises in the Seven Dials area of Covent Garden and identifies it as an area subject to special policies on cumulative impact, with a presumption against applications for new premises licences and new club premises certificates.

- 9.8 In addition to providing detailed, locally specific guidance on food, drink and entertainment uses, our Planning Guidance for Central London supplementary document also makes wider recognition of the challenges and pressures experienced in the area. The Guidance recognises that the local areas within Central London, and their residential communities, have different characteristics and pressures. For each local area, it identifies specific issues and provides guidance on how the Council will seek to manage competing interests so that development does not cause harm to the character of the area or the amenity of local residents. The Council will take into account Planning Guidance for Central London when making decisions on planning applications in the area.
- 9.9 There are many conservation areas in Camden's Central London area (Bloomsbury, Charlotte Street, Denmark Street, Hatton Garden, King's Cross, Seven Dials and parts of Regent's Canal and Regent's Park), covering the majority of the area, as well as number of historic London Squares and many listed buildings. This illustrates the high quality of much of the area's built environment and reflects its historical and architectural importance. The Council will take the conservation area statements, appraisals and management strategies for these areas into account when assessing planning applications for sites in the area. We will seek to make sure that the design of new development contributes positively to the area and respects Central London's full range of heritage assets.
- 9.10 The Council is undertaking many schemes to encourage walking and cycling in Central London and improve its street environment. For example, we work jointly with Westminster and the City of London in the Clear Zone Partnership, which covers the Central London area (see policies CS14 – *Promoting high quality places and conserving our heritage* and policy DP32 – *Air quality and Camden's Clear Zone* in Camden Development Policies). Works in the area include physical improvements to make streets more pedestrian and cycle friendly; enhancing historic streets by improving paving and lighting; and better signage to help pedestrians find their way around the area.
- 9.11 The Camden Site Allocations document will identify the main development opportunities in Central London and set the framework for their development. More detail on our approach to a number of the issues mentioned above is set out in the Camden Development Policies document.

Key evidence and references

- Camden Retail Study 2008; Roger Tym and Partners
- Camden Employment Land Review 2008
- Revised Planning Guidance for Central London – Food, Drink and Entertainment and Specialist and Retail Uses; London Borough of Camden; 2007
- Camden Statement of Licensing Policy 2008
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008



CS11. Promoting sustainable and efficient travel

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



CS11 – Promoting sustainable and efficient travel

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

Improving strategic transport infrastructure to support growth

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

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

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

Promoting sustainable travel

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

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

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

Making private transport more sustainable

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

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

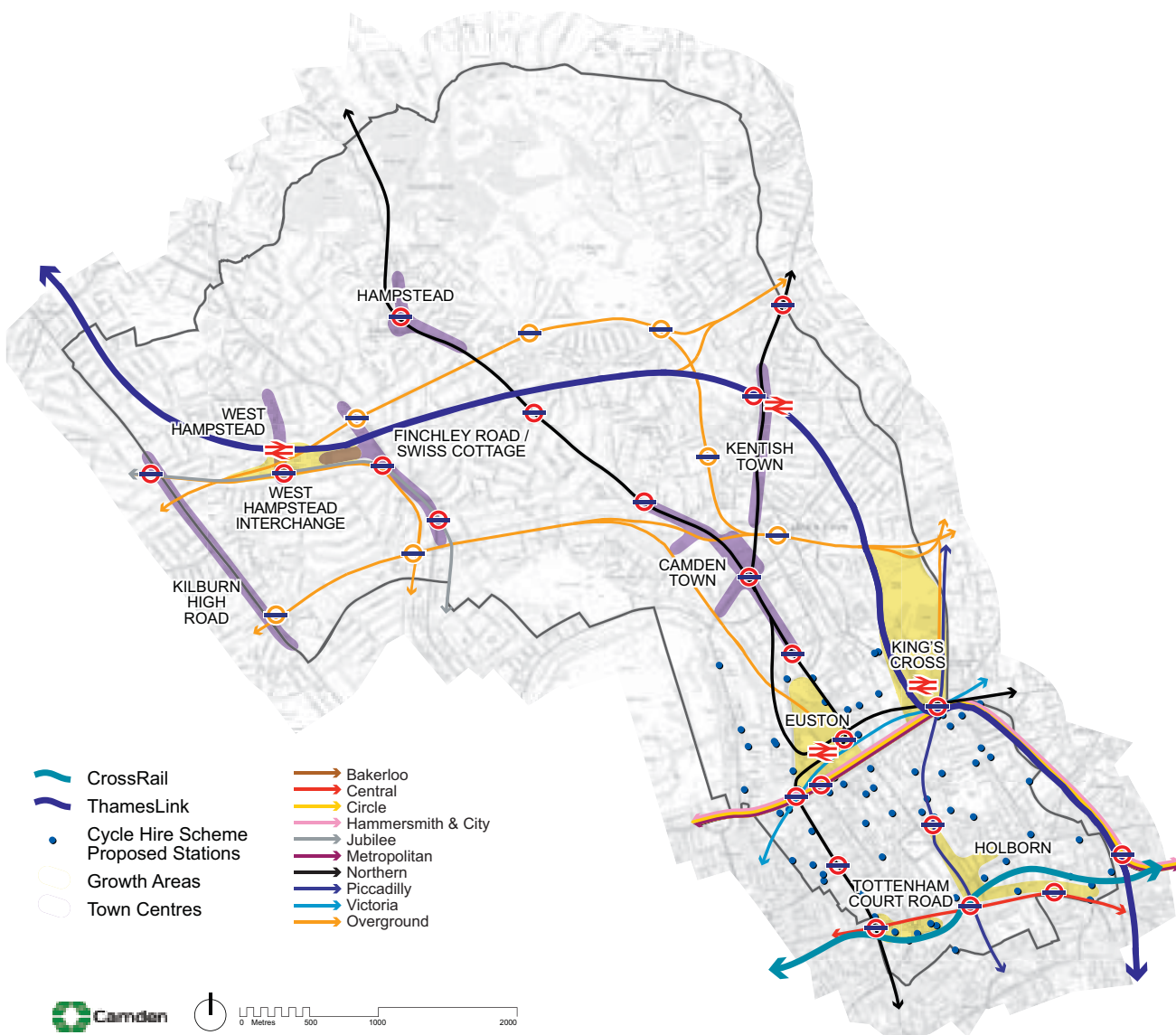
Promoting the sustainable movement of freight

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

Improving strategic transport infrastructure to support growth

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

Map 3: Transport



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

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

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

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

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

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

Promoting sustainable travel options

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

Walking

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

Cycling

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

Public transport

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

Travel Awareness

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

Making private transport more sustainable

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



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

Promoting the sustainable movement of goods

11.23 The movement of goods can have a significant impact on the environment, in terms of noise and disturbance, and air pollution. These impacts are particularly severe in an urban, densely populated borough, such as Camden. The Council will therefore seek to minimise the movement of goods and materials by road by:

- promoting alternative forms of freight movement that have lower environmental impacts, such as the use of Regent's Canal, rail freight and the use of cycle-freight as an extension to cycle courier services; and
- seeking to deliver more efficient goods movement. We will work with our partners to explore the potential for a freight consolidation facility to serve Camden's Central London Area. These facilities are transfer and distribution centres that consolidate loads from a number of vehicles into single loads for delivery to a specific destination or area.

11.24 We will work with our partners, including Transport for London, developers, freight operators and businesses to assess how these aims could be achieved, including for the servicing of new developments both during construction and when in use. Camden is part of the Freight Quality Partnership for Central London, which brings together retailers, freight operators, Central London boroughs, and Transport for London to consider ways to achieve more efficient and sustainable movement of freight.

11.25 The Council will also seek to ensure that the impact of construction traffic and the servicing of future developments are kept to a minimum. Policy DP20 in Camden Development Policies sets out how we will seek to minimise the impact of freight movement from development. We are working with Transport for London to investigate opportunities to provide charging points for low emission goods vehicles, which can have a lower impact than normal vehicles in terms of both air pollution and noise.

Key evidence and references

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

CS13 – Tackling climate change through promoting higher environmental standards

Reducing the effects of and adapting to climate change

The Council will require all development to take measures to minimise the effects of, and adapt to, climate change and encourage all development to meet the highest feasible environmental standards that are financially viable during construction and occupation by:

- a) ensuring patterns of land use that minimise the need to travel by car and help support local energy networks;
- b) promoting the efficient use of land and buildings;
- c) minimising carbon emissions from the redevelopment, construction and occupation of buildings by implementing, in order, all of the elements of the following energy hierarchy:
 1. ensuring developments use less energy,
 2. making use of energy from efficient sources, such as the King's Cross, Gower Street, Bloomsbury and proposed Euston Road decentralised energy networks;
 3. generating renewable energy on-site; and
- d) ensuring buildings and spaces are designed to cope with, and minimise the effects of, climate change.

The Council will have regard to the cost of installing measures to tackle climate change as well as the cumulative future costs of delaying reductions in carbon dioxide emissions

Local energy generation

The Council will promote local energy generation and networks by:

- e) working with our partners and developers to implement local energy networks in the parts of Camden most likely to support them, i.e. in the vicinity of:
 - housing estates with community heating or the potential for community heating and other uses with large heating loads;
 - the growth areas of King's Cross;

Euston; Tottenham Court Road; West Hampstead Interchange and Holborn;

- schools to be redeveloped as part of Building Schools for the Future programme;
- existing or approved combined heat and power/local energy networks (see Map 4);

and other locations where land ownership would facilitate their implementation.

- f) protecting existing local energy networks where possible (e.g. at Gower Street and Bloomsbury) and safeguarding potential network routes (e.g. Euston Road);

Water and surface water flooding

We will make Camden a water efficient borough and minimise the potential for surface water flooding by:

- g) protecting our existing drinking water and foul water infrastructure, including Barrow Hill Reservoir, Hampstead Heath Reservoir, Highgate Reservoir and Kidderpore Reservoir;
- h) making sure development incorporates efficient water and foul water infrastructure;
- i) requiring development to avoid harm to the water environment, water quality or drainage systems and prevents or mitigates local surface water and downstream flooding, especially in areas up-hill from, and in, areas known to be at risk from surface water flooding such as South and West Hampstead, Gospel Oak and King's Cross (see Map 5).

Camden's carbon reduction measures

The Council will take a lead in tackling climate change by:

- j) taking measures to reduce its own carbon emissions;
- k) trialling new energy efficient technologies, where feasible; and
- l) raising awareness on mitigation and adaptation measures.

Reducing the effects of, and adapting to, climate change

Sustainable patterns of development

- 13.6 The location of development and mix of land uses have a significant influence on the amount of energy we use for transport, as well as whether we can generate or supply local energy efficiently. We will make the most efficient use of Camden's limited land and steer growth and uses that will generate a large number of journeys to the most accessible parts of the borough. We will also encourage an appropriate mix of uses to support sustainable modes of travel such as walking and cycling as well as local energy networks. Development will be focussed in Camden's growth areas, with other highly accessible locations, such as central London and most of our town centres, also considered suitable for development that significantly increases travel demand (please see policy CS1 – *Distribution of growth* and the Key Diagram – Map 1).

Efficient use of land and buildings

- 13.7 The efficient use of land and buildings will reduce pressure to develop undeveloped, 'greenfield' sites. Camden's historic and built up nature means most of our greenfield sites are designated open spaces. The Council will encourage higher densities in line with policy CS1 – *Distribution of growth*. To enable buildings to last longer it is important that they are designed and built to a high standard and to accommodate the changing requirements of occupants over time. Buildings can be designed to be adaptable in the future if consideration is given to:
- the design of the structure, to enable expansion;
 - the layout of the internal space;
 - mechanical services, to allow for expansion or changing expectations and technologies; and
 - enabling 'retro-fitting', for example for renewable energy generation.

Energy hierarchy

Ensuring developments use less energy

- 13.8 A building's use, design, choice of materials and other measures can minimise its energy needs during both construction and occupation. The Council will encourage all developments to meet the highest feasible environmental standards taking into account the mix of uses, the possibility of re-using buildings and materials and the size and location of the development. In addition to design and materials, a building's internal heating and cooling design, lighting and source of energy can further reduce energy use. Policy DP22 – *Promoting sustainable design and construction* in Camden Development Policies provides further guidance on what measures can be implemented to achieve an environmentally sustainable building. The Building Research Establishment's Environmental Assessment Method (BREEAM) and the Code for Sustainable Homes provide helpful assessment tools for general sustainability. Further details on these assessment tools can be found in Development Policy DP22 and our Camden Planning Guidance supplementary document.
- 13.9 Camden's existing dense built form with many conservation areas and other heritage assets means that there are often limits to the contribution that orientation, height and footprint can make towards the energy efficiency of a building. This dense character, along with the varying heights of buildings in central London, can also make the installation of various technologies, including renewable energy technologies more difficult. For example, the efficient use of photovoltaics in Central London can be constrained by overshadowing from taller buildings. We will expect high quality and innovative design to help combat these constraints. Energy efficiency measures relating to heritage assets will be welcomed provided that they do not cause harm to the significance of the heritage asset and its setting. The refurbishment of some existing properties in the borough, such as Camden's EcoHouse in Camden Town and a home in Chester Road in Highgate have demonstrated how Victorian properties can be upgraded to meet Level 4 of the Code for Sustainable Homes energy performance standards. Given the large proportion of development in the borough that relates to existing buildings, we will expect proportionate measures to be taken to improve their environmental sustainability, where possible. Further details on this can be found in our Camden Planning Guidance supplementary document.



Making use of energy from efficient sources

- 13.10 Once a development has been designed to minimise its energy consumption in line with the approach above, the development should assess its remaining energy needs and the availability of any local energy networks or its potential to generate its own energy from low carbon technology. The Council's full approach to local energy generation and local energy networks is set out below (paragraphs 13.16 – 13.22).

Generating renewable energy on-site

- 13.11 Buildings can also generate energy, for example, by using photovoltaic panels to produce electricity, or solar thermal panels, which produce hot water. Once a building and its services have been designed to make sure energy consumption will be as low as possible and the use of energy efficient sources has been considered, the Council will expect developments to achieve a reduction in carbon dioxide emissions of 20% from on-site renewable energy generation (which can include sources of site-related decentralised renewable energy) unless it can be demonstrated that such provision is not feasible. Details on ways to generate renewable energy can be found in our Camden Planning Guidance supplementary document.

Adapting to climate change

- 13.12 It is predicted that in the future we will experience warmer, wetter winters and hotter, drier summers. In addition, Camden is likely to experience more intense rainfall and local flooding, more days with especially poor air quality, increased demand for its open spaces and outdoor pools and increased summer demand for electricity for cooling. To minimise the future need for summer cooling we will expect the design of developments to consider anticipated changes to the climate. For further details on what measures should be considered see policy DP22 – *Promoting sustainable design and construction* in Camden Development Policies. The Council is in discussions with the National Grid regarding future infrastructure improvements including, potentially, a new electricity grid supply point. To help ensure there is adequate water in the future we will require developments to be water efficient. Our overall approach to water conservation and run-off is detailed below.
- 13.13 Camden is fortunate that it contains Hampstead Heath, Primrose Hill and a part of Regent's Park which help reduce long term heating of the city, known as the urban heat island effect, and provide cool space in hot weather. We will continue to protect our open spaces and other green spaces, where possible, and seek to create additional open spaces. We will also continue to protect the borough's trees and encourage the creation of green and brown roofs and green walls, which help to keep local air temperatures lower. For more detail on how we are protecting and improving our open spaces and other green spaces please see policy CS15 – *Protecting and improving our parks and open spaces and encouraging biodiversity*. Policy DP24 – *Securing high quality design* in Camden Development Policies sets out how we will protect gardens, where possible.

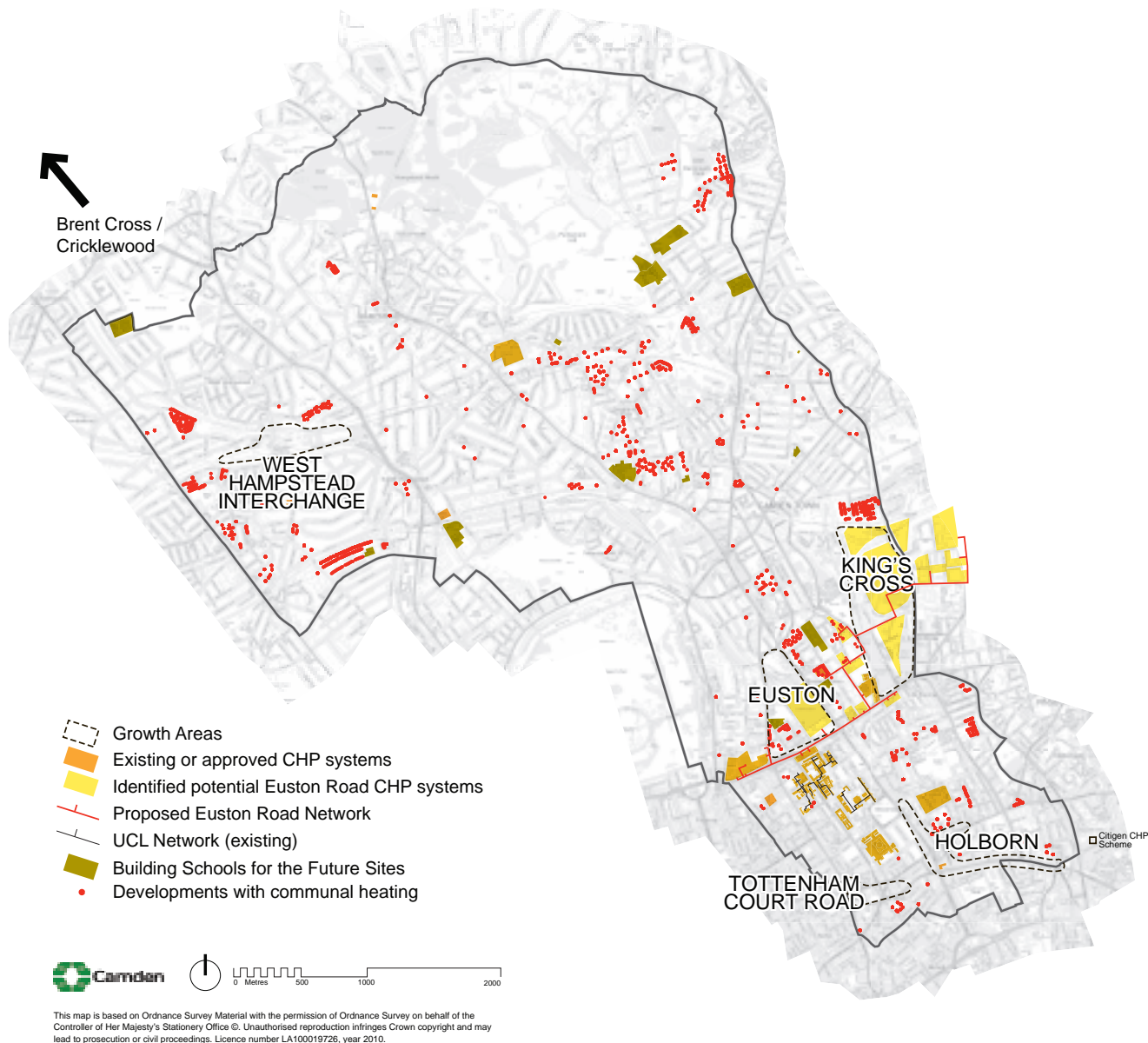
- 13.14 Climatic changes will affect which plant and animal species thrive or decline. The City of London, which is responsible for Hampstead Heath, has identified potential threats to open spaces and biodiversity in its Climate Adaptation Strategy. It will therefore be important for the Council, other owners of open space and developers to consider the adaptation needs of plants and wildlife. The Council is trialling lower maintenance plant species at Waterlow Park and Cumberland Market. For more detail on our approach to biodiversity please see policy CS15.
- 13.15 We will also continue our strong efforts to reduce air pollution through mitigation and reducing traffic. Please see policy CS11 – *Promoting sustainable and efficient travel*. Detail on how we will expect development to take into account climate change is set out in policy DP22 – *Promoting sustainable design and construction* in Camden Development Policies.

Local energy generation and networks

- 13.16 The *Delivering a Low Carbon Camden* report concludes that the most cost-effective way for Camden to meet its carbon reduction targets is through a local energy generation and distribution system served by combined heat and power (CHP). CHP systems typically supply buildings with heat and power (usually electricity) generated on-site or nearby, therefore avoiding the losses which occur in transmitting electricity from plants outside London. CHP is highly efficient and can therefore make a significant contribution to goals to minimise carbon emissions. Cooling can also be incorporated in such systems where there is appropriate demand (known as combined cooling, heating and power or CCHP).
- 13.17 New decentralised energy networks negotiated through the planning system are most likely to begin in, and expand out from, the growth areas of King's Cross, Euston, Tottenham Court Road, West Hampstead Interchange and Holborn due to the expected scale and mix of development. A local energy network fuelled by gas-fired combined heat and power, a fuel cell and renewable sources has been approved as part of the King's Cross redevelopment. There are possibilities to expand this network beyond the border of the site, including into Islington. Camden is also working with the London Development Agency (LDA) and land owners to establish a decentralised energy network along Euston Road and into Islington. Map 4 shows the areas considered most likely to provide development-led decentralised energy networks.
- 13.18 Providing a decentralised energy network in an already built up area is difficult. Although there is currently no extended CHP network in the borough, numerous Council housing estates are already on a community heating system, which can provide a starting point for a wider energy network serviced by CHP. There are also three successful local energy networks in the borough fed by CHP (two serving University College London buildings, one serving two housing developments on Eversholt Street) as well as individual systems at the Swiss Cottage Leisure Centre and the Royal Free Hospital in Gospel Oak and approved schemes at King's Cross, Regent's Place Estate, Southampton Row and Great Ormond Street Hospital. Where decentralised energy networks already exist, development in the area will be required to connect to them, unless it is proven not to be technically feasible or commercially viable.
- 13.19 The Council will require the developers of any large scheme within proximity of a Council housing estate to speak to us about the possibilities of exporting heat to the existing homes. We will also expect developments to export heat to any willing user, where feasible and viable. The largest possible decentralised energy system fed by CHP should be implemented. Where developments in the vicinity of an existing local energy network do not connect to that network or do not include their own CHP system due to feasibility and viability, we will require them to provide the on-site infrastructure for future connection and, where reasonable, a contribution towards laying future connections. The Council is investigating setting up a local energy network fed by CHP for Camden Town Hall, Argyle Street Primary School and two existing housing developments.
- 13.20 We will work with adjoining boroughs to promote connections to new or existing decentralised energy networks and with the Greater London Authority and London Development Agency to provide advice on funding and linking developments and systems. It will be important to provide for future links to decentralised energy networks within developments or across roads and sites where they are likely to be needed, as providing connections later is difficult in built up places like

Camden. See *Community Energy: Urban Planning for a Low Carbon Future* by the Combined Heat and Power Association and the Town and Country Association for more information on community heating, renewable energy and CHP.

Map 4: Combined Heat and Power Network



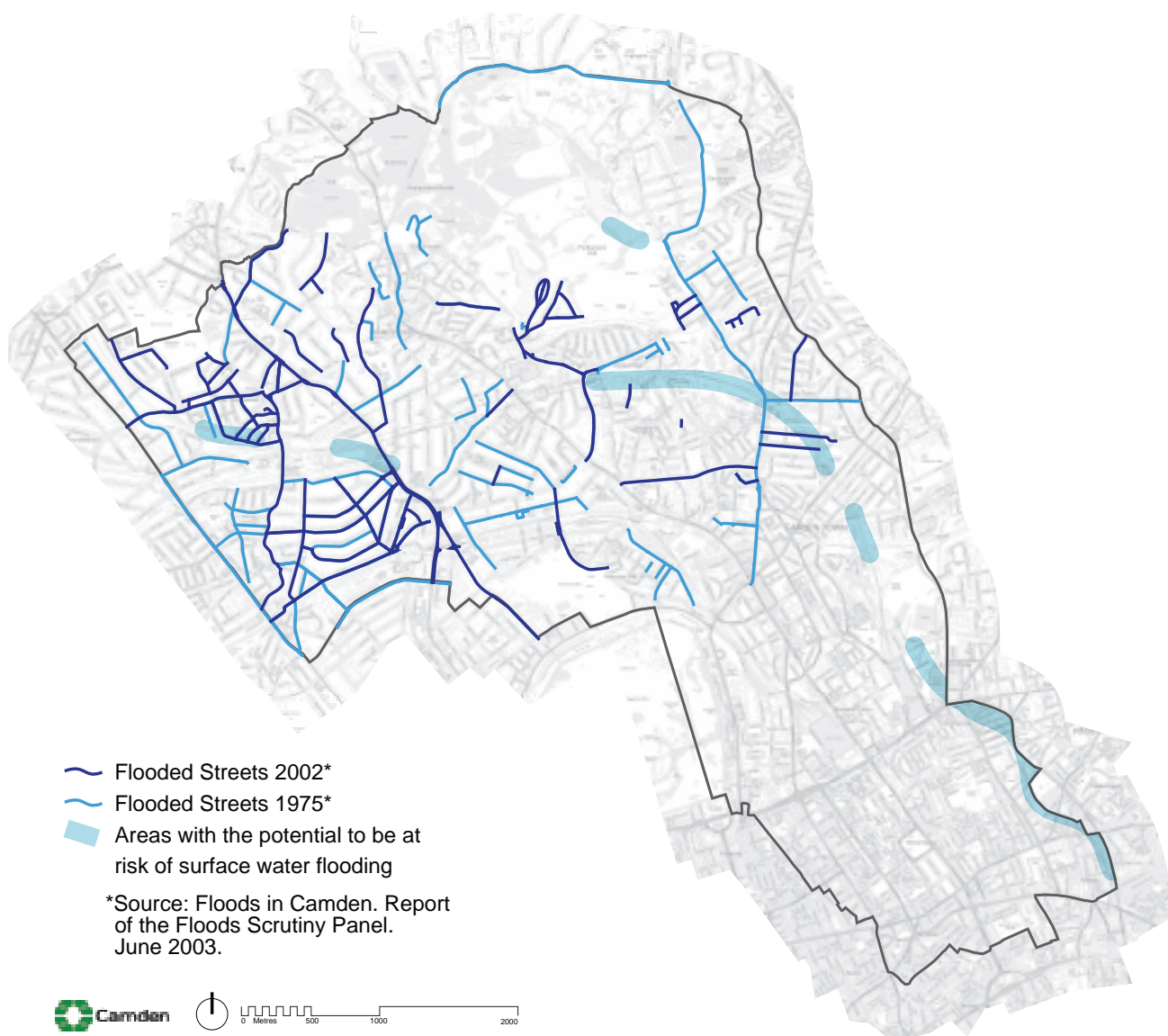
- 13.21 There is growing technical potential to generate heat from waste. The North London Waste Plan will identify future sites for waste facilities in the area (see policy CS18). Given the environmental benefits of using waste for heat, such as less waste going to landfill and turning waste into a resource, the Council will welcome proposals for energy from waste schemes in suitable locations, where they do not cause harm to the amenity of local occupiers.
- 13.22 The Camden Sites Allocations document will identify any areas or sites where we consider zero carbon development can successfully be promoted. These are likely to be areas or sites near one of the likely CHP locations shown on Map 4.



Water and surface water flooding

- 13.23 Water is an important resource which requires energy to clean it to drinking standard and to pump it to every building. Population growth and increased levels of water consumption per person mean that the availability of this resource is under pressure. Our growing population and an increase in hard surfaces also mean there is more foul water and rain water to be dealt with. These issues are predicted to become more important with hotter, drier summers reducing the amount of water available, and wetter winters putting additional pressure on the combined sewer and run-off network. Therefore, the Council will protect the borough's existing water infrastructure to ensure there is adequate water supply, water storage and foul water capability. Camden has five reservoirs, of which four are currently in use for storing drinking water. Thames Water has stated that these sites are likely to require future development and expansion to meet their operational requirements.
- 13.24 Thames Water identified that there will be a shortfall in the water supply for London within the next 30 years if measures are not taken. However, it will seek to ensure an adequate supply through education and metering to reduce consumption, continuing to repair water pipes, the construction of a desalination plant at Beckton and providing a new reservoir, if required (see Appendix 1 – *Key infrastructure programmes and projects* – item 60). To promote responsible consumption, the Council is working with Thames Water to install water meters in homes in Council ownership, as well as requiring all new development to install water efficient devices through the requirements in the Code for Sustainable Homes and BREEAM assessments.
- 13.25 Although Camden has very low risk from flooding from waterways, the North London Strategic Flood Risk Assessment identified several areas in the borough, in particular West Hampstead, that have experienced surface water flooding when existing water infrastructure has not been able to cope with surface and foul water at the same time as the result of heavy rain. The Environment Agency has developed a map showing areas with the potential to flood given the topography and depth of the site. Map 5 shows the parts of the borough that have experienced significant sewer or surface water flooding and the places that are considered to have the potential to be at risk of surface water flooding. The Council will require major developments or development that increases the amount of impervious surfacing to adequately manage the increases in surface water or sewage discharge and take account of known sewer flooding problems by including appropriate mitigation measures to avoid increased drainage problems and flood risk downstream. Our approach to basement/underground development is contained in Camden Development Policies (see policy DP27 – *Basements and lightwells*).

Map 5: Surface Water Flood Risk Potential



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13.26 Thames Water's initial modelling indicates that local infrastructure improvements are likely to be required for Camden's growth areas, specifically King's Cross and Euston. As the combined sewer across the borough is a network, it will be important that all developments release as little foul and grey water (water from sinks, showers and washing machines) into the combined sewer system as possible by minimising the amount of water used on site and maximising re-use of grey water. British Waterways has identified the Regent's Canal as a source of grey water. Larger developments in areas already suffering from surface water flooding can provide the opportunity for improvements to be made to local infrastructure. Thames Water has advised the Council that the existing strategic, 'trunk' infrastructure is likely to be able to accommodate growth levels. In addition, it is building the Thames Tideway Scheme to improve the capacity of London's combined sewer network. Further information on planned sewerage/waste water infrastructure and sustainable urban drainage systems is provided in Appendix 1 – *Key infrastructure programmes and projects* (items 60 and 61).

13.27 The Council's detailed approach to water use and management within developments is set out in Camden Development Policies (policy DP23 – *Water*).



The Council's carbon reduction measures

13.28 The Council is undertaking a range of measures to reduce its own energy use and energy use throughout the borough. These include:

- fuelling 50% of the Council vehicle fleet by liquefied petroleum gas (LPG), electricity or hybrid means;
- installing energy efficiency measures in Council houses;
- using sustainable timber as standard in housing refurbishment;
- investing in cavity wall and roof insulation for Council homes and private sector housing (over 2,000 dwellings have received cavity wall insulation);
- making 'eco-grants' available for various measures, including the installation of solar panels and green roofs;
- our Small steps, Big difference campaign to raise awareness of climate change and encourage changes to behaviour to reduce the borough's environmental impact; and
- supporting the introduction of energy efficient and carbon saving technology. For example, by investing in our own hydrogen fuel cell which is also used as an education tool and by trialling biomethane in our vehicle fleet.

Further Council initiatives are set out in our Climate Change and Environmental Sustainability Delivery Plan 2008-2012.

Key evidence and references

- Delivering a Low Carbon Camden – Carbon Reduction Scenarios to 2050; SEA-Renue; 2007
- Towards a Sustainable Camden. Camden's Environmental Sustainability Delivery Plan 2008-2012
- Camden Sustainability Task Force Report on Energy and Energy Efficiency; 2007
- Camden Together – Camden's Sustainable Community Strategy; 2007 – 2012
- North London Strategic Flood Risk Assessment, Mouchel; 2008
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Action Today to Protect Tomorrow – Mayor's Climate Change Action Plan; 2007
- Planning Policy Statement: Planning and Climate Change – Supplement to Planning Policy Statement 1; CLG; 2007
- Planning Policy Statement (PPS) 22: Renewable energy; ODPM; 2004
- Planning Policy Statement 25: Development and Flood Risk, CLG, 2006
- Community Energy: Urban Planning for a Low Carbon Future; The Combined Heat and Power Association and the Town and Country Association 2008
- Hampstead Heath Management Plan Part 1. Towards a Plan for the Heath 2007-2017; City of London & Land Use consultants; 2007

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:

- a) requiring development of the highest standard of design that respects local context and character;
- 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;
- c) promoting high quality landscaping and works to streets and public spaces;
- d) seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;
- 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.

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

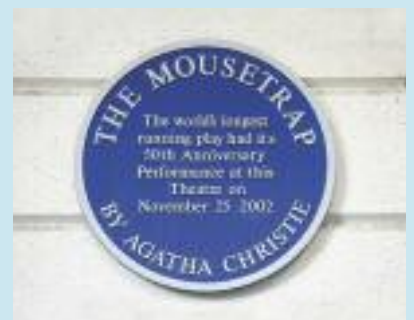
- 14.21 A number of London's most famous and valued views originate in, or extend into, Camden. These are:
- views of St Paul's Cathedral from Kenwood, Parliament Hill and Primrose Hill;
 - views of the Palace of Westminster from Primrose and Parliament Hills; and
 - background views of St Paul's from 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, Rosslyn 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/Frognaal 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



CS17. Making Camden a safer place

- 17.1 Crime and fear of crime is a primary concern for many of Camden’s residents and businesses, and can undermine people’s quality of life and well-being. Tackling this critical issue is one of the key challenges facing the Council and its partners. *A safe Camden that is a vibrant part of our world city* is one of the key themes of the Camden Community Strategy. Our challenge is to make Camden a safer place for local residents and those who work in and visit the borough, while making sure that it maintains the vibrancy that contributes so much to its character and success.
- 17.2 The level and type of crime and anti-social behaviour varies across the borough and areas of higher crime have been identified at Camden Town, King’s Cross, Bloomsbury, Covent Garden and Kilburn. The borough’s central location and thriving night time economy can be linked to a range of problems including alcohol and drug related criminal and anti-social activity. Development in the borough provides the opportunity to implement measures to improve community safety, in particular where development takes place in areas with relatively high levels of crime and anti-social behaviour.

CS POLICY

CS17 – Making Camden a safer place

The Council will aim to make Camden a safer place. We will:

- a) work with our partners to tackle crime, fear of crime and anti-social behaviour;
- b) encourage appropriate security and community safety measures in buildings, spaces and the transport system;
- c) require developments to demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in areas with relatively high levels of crime, in particular Camden Town, King’s Cross, Bloomsbury, Covent Garden and Kilburn;
- d) ensure Camden’s businesses and organisations take responsibility for reducing the opportunities for crime through effective management and design;
- e) promote safer streets and public areas; and
- f) address the impact of food, drink and entertainment uses, particularly in Camden Town, Central London and other centres.

- 17.3 The Camden Community Safety Partnership has been established to reduce crime, disorder and nuisance in the borough. The Partnership is a network of organisations involved in community safety including the Council, various police organisations, the Camden Community & Police Consultative Group and the NHS Camden. The Partnership’s Strategy, *Camden Safe*, sets out its priorities and measures to make sure that everyone living in, working in or visiting Camden will be safer and feel safer, day and night. To help achieve these priorities, operational and working groups have also been set up to focus on priority areas and youth crime.
- 17.4 Consideration of how crime, disorder and fear of crime can be addressed is an important element in good design. This can create safe and attractive places to live and work, reduce the opportunity for crime and allow for better maintenance and management of buildings and spaces. The Council will require all development to include appropriate design, layout and access measures to help reduce opportunities for crime, the fear of crime and to create a more safe and secure environment. These



features should be incorporated into a scheme from the beginning of the design process; however, they should complement other key design considerations. All developments should also seek to design out risks from fire. The Council will expect development proposals to reflect the guidance in the government publication *Safer Places: The Planning System and Crime Prevention*. This will be particularly important in the borough's areas of highest crime and measures should reflect any crime and anti-social behaviour problems specific to the local area. Further information on designing safer environments is set out in the Council's Camden Planning Guidance supplementary document.

- 17.5 The design of streets, public areas, and the spaces between buildings needs to be accessible, safe and uncluttered. Careful consideration needs to be given to the design and location of any street furniture or equipment. The use of a site and the layout can have a major impact on community safety and the Council will seek 'active frontages' which attract people and allow streets to be overlooked. The Council wants to ensure that Camden's spaces and places can be used by all members of the community. People will make more use of high quality, safe streets and places and this increase in use will, in turn, increase perceptions of safety and reduce the opportunities for crime. Development which restricts movement into or through a scheme, such as 'gated' developments will not be permitted.
- 17.6 The provision of appropriate management and maintenance arrangements can play a key role in reducing the opportunity for crime and disorder and making the borough feel safer. The Council will seek the following measures:
- the use of Design and Access Statements, submitted with planning applications, to demonstrate how community safety issues have been addressed within development proposals;
 - contributions from large developments (that is, schemes of 10 homes or more, or sites of 1,000 sqm or more) to appropriate community safety measures;
 - the submission of a Crime Impact Assessment and lighting plan with planning applications, where relevant;
 - the use of local management agreements (secured through section 106 agreements or attached as a condition when the Council grants a license) to encourage owners/occupiers to take responsibility for potential impacts of their premises on their surroundings;
 - the maintenance of some interior lighting overnight, where appropriate, particularly within areas identified as having high levels of crime and other centres; and
 - the use of shopfront security measures that do not require external shutters or grilles of any kind. Further guidance on shop shutters is set out in the Council's Camden Planning Guidance supplementary document.



- 17.7 Camden’s food, drink and licensed entertainment premises contribute to the attractiveness and vibrancy of the borough but, particularly where there is a concentration of late night activity, there can be problems such as noise and disturbance, littering, anti-social behaviour, crime and violence. Alcohol related crime and late night disorder have been identified as significant issues in Camden Town and parts of Central London. The Council will seek to make sure that that food, drink and licensed entertainment uses do not, individually or cumulatively, cause harm to the local area. Please see CS7 – *Promoting Camden’s centres and shops and policy DP12* in Camden Development Policies for further details on our approach to managing planning applications for such uses. The Council has prepared more detailed planning guidance for Central London and the centres of Camden Town, Finchley Road/Swiss Cottage and West Hampstead, with particular focus on food, drink and evening entertainment uses. We will take these into account when assessing relevant planning applications in these areas. The Council will also use management and maintenance agreements with owners and operators to make sure that the areas outside of premises used in the evening economy are appropriately managed.
- 17.8 In addition to its planning functions, the Council also regulates premises that sell alcohol and provide entertainment and late-night refreshment thorough its actions as a licensing authority. The key objectives of Camden’s Statement of Licensing Policy include preventing crime and disorder, addressing issues of community safety and preventing public nuisance. We also seek to balance conflicting interests and recognise the wish of local people to live and work in a safe and healthy environment and the importance to the local economy and community of well-run leisure and entertainment premises.
- 17.9 Camden’s position in the centre of a major international city, its high profile, major transport interchanges and famous buildings and places make security an important issue in the borough. The Council will therefore expect the design of buildings, spaces and transport facilities to include appropriate and proportionate security and community safety measures.

Key evidence and references

- Camden Safe 2008 – 2011; Camden’s Community Safety Partnership Strategy;
- Camden Together – Camden’s Sustainable Community Strategy 2007 – 2012
- Camden Statement of Licensing Policy 2008
- Planning Guidance for Central London/Camden Town/Finchley Road/Swiss Cottage/West Hampstead; London Borough of Camden (various dates)
- Safer Places – the Planning System and Crime Prevention; ODPM; 2004
- The London Plan (consolidated with alterations since 2004); Mayor of London; 2008

CS18. Dealing with our waste and encouraging recycling

- 18.1 The amount of waste we produce is increasing and the traditional ways of dealing with it (for example, exporting it to landfill sites outside London) are becoming increasingly unacceptable, financially and environmentally. Therefore, we need to find better ways of dealing with our waste, taking more responsibility for dealing with it within London. This will include reducing the amount of waste we produce, increasing the re-use and recycling of materials and finding sites for new waste facilities.
- 18.2 We also face specific challenges in dealing with waste in Camden. For example, the borough's ability to be self-sufficient in waste is limited by its built-up character and the lack of sites on which to build waste management facilities. Also, the nature of Camden's housing stock, with a large proportion of flats and a significant number of homes without gardens, means that some homes have limited space for storing recycling containers and reduced opportunities for composting.
- 18.3 The Council recognises that Camden cannot adequately deal with its waste in isolation. Therefore, it is a member of the North London Waste Authority, which is responsible for the disposal of waste collected in the boroughs of Barnet, Camden, Enfield, Haringey, Hackney, Islington and Waltham Forest.

CS POLICY

CS18 – Dealing with our waste and encouraging recycling

The Council will seek to make Camden a low waste borough. We will:

- | | |
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| <p>a) aim to reduce the amount of waste produced in the borough and increase recycling and the re-use of materials to meet our targets of 40% of household waste recycled by 2010, 45% by 2015 and 50% by 2020;</p> <p>b) make sure that developments include facilities for the storage and collection of</p> | <p>waste and recycling;</p> <p>c) deal with North London's waste by working with our partner boroughs in the North London Waste Authority to produce a North London Waste Plan, which will ensure that facilities are provided to meet the amount of waste allocated to the area in the London Plan;</p> <p>d) safeguard Camden's existing waste site at Regis Road.</p> |
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- 18.4 The Council is committed to reducing the amount of waste produced in the borough, encouraging recycling and managing collected waste in a sustainable way. It fully supports the objectives of sustainable waste management to move the management of waste up the 'waste hierarchy' of reduction, reuse, recycling and composting, to use waste as a source of energy where possible, and to only dispose of it as a last resort.
- 18.5 We believe that communities should take more responsibility for their own waste and will work to meet national and London-wide targets for waste and recycling. The London Plan sets targets for London to become more self sufficient in handling its waste, with facilities sought to manage 75% of London's waste by 2010, rising to 80% by 2015 and 85% by 2020. The London Plan expects Camden to manage 201,000 tonnes of waste in 2010 and 313,000 tonnes in 2020. However, we are pooling our waste with our partner boroughs in North London and working on joint solutions to the area's waste. The North London boroughs are together expected to deal with a total of 1,504,000 tonnes of waste in 2010, rising to 2,342,000 tonnes in 2020.
- 18.6 The North London Waste Authority and the seven boroughs have prepared a Joint Waste Strategy, which plans for managing the waste collected by the boroughs until 2020. This will be used to facilitate the provision of new waste management services, to increase recycling and recovery and divert more waste away from disposal to landfill.

- 18.7 In their role as planning authorities, the boroughs are preparing a joint planning document – the North London Waste Plan – which will sit alongside the North London Joint Waste Strategy to secure the sustainable management of our waste. It will identify appropriate locations, including existing sites, for a range of waste facilities to meet the needs of North London and will aim to ensure that benefits are maximised and the negative aspects minimised. In line with London Plan policy 4A.27, the North London Waste Plan will identify sites to deal with the management of waste collected by local authorities (municipal waste); commercial and industrial waste; construction, demolition and excavation waste; hazardous waste and agricultural waste. It will also contain some detailed policies to ensure that proposals for waste facilities will be dealt with consistently across the North London area.
- 18.8 Camden currently only has one waste site – the recycling and re-use centre at Regis Road – and will continue to safeguard it for waste use. The change of use of this site will only be permitted if a suitable compensatory waste facility is provided that replaces the facilities and services available at Regis Road (see London Plan policy 4A.24).
- 18.9 Camden will seek to increase recycling in the borough to meet the national target of 40% of household waste recycled by 2010, 45% by 2015 and 50% by 2020. Recycling in the borough has been increasing and over 27% of household waste was recycled in 2007/8, up from 16% in 2002/3. We have a number of schemes to encourage more recycling, including mini recycling centres, the reuse and recycling centre at Regis Road, and a weekly door-to-door recycling collection service. *Let's Talk Rubbish*, Camden's Waste Strategy, aims to reduce the amount of waste we produce in coming years and increase the amount we recycle. It contains our overall objectives for managing Camden's waste and sets out what we are doing to encourage recycling and waste reduction and provide recycling facilities and waste collection services.
- 18.10 To make sure that residents and businesses can properly store and sort their waste and to make household recycling as easy as possible, the Council will require developments to provide adequate facilities for recycling and the storage and disposal of waste. Facilities for home composting will be encouraged in appropriate development schemes. We will also seek to secure the re-use of construction waste on development sites to reduce resource use and the need to transport materials. The Council's Camden Planning Guidance supplementary planning document contains further information on the Council's expectations for on-site facilities for waste and recycling and on construction waste.
- 18.11 In 2008, the government made the preparation of Site Waste Management Plans mandatory for all developments worth £300,000 and more. These describe and quantify each waste type expected to be produced in the course of a project and identify the waste management action proposed for each, including re-using, recycling, recovery and disposal. To ensure an integrated approach to waste management and the highest possible re-use and recycling rates, the Council may require, through a planning condition, or as part of a Construction Management Plan, the submission of a site waste management plan prior to construction. Further details on Construction Management Plans can be found in the Camden Planning Guidance supplementary document.

Key evidence and references

- Let's Talk Rubbish – Camden's Waste Strategy 2007 – 2010 (revision 1, 2008)
- Camden Annual Monitoring Report 2007/8
- Camden Sustainability Task Force Report on Waste & Recycling; 2007
- North London Joint Waste Strategy 2004 – 2020; North London Waste Authority.
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Waste Strategy for England; Defra; 2007
- Rethinking Rubbish in London – The Mayor's Municipal Waste Strategy; 2003
- Planning Policy Statement (PPS) 10 – Planning for Sustainable Waste Management; 2005



Section 4

Delivery and monitoring

- 19.1 This section provides an overview of the ways the Council will deliver the Core Strategy's vision and objectives, focussing on how we will:
- work with our partners;
 - ensure necessary infrastructure is provided;
 - make use of planning obligations; and
 - monitor how effective we are in delivering the Core Strategy.

The supporting text to each of the policies in this Core Strategy includes material on how that policy will be implemented and on the provision of infrastructure relevant to the delivery of that policy.

- 19.2 A key mechanism for delivering the Core Strategy will be the Council's decisions on planning applications. The policies in the Core Strategy, our Development Policies document and, for relevant locations, the designations in our Site Allocations document will provide the framework for these decisions. We will also take account of the Council's supplementary planning documents (including Camden Planning Guidance, planning briefs and frameworks and conservation area statements, appraisals and management strategies) when determining planning applications.



CS19 – Delivering and monitoring the Core Strategy

The Council will work with Camden's Local Strategic Partnership and its other partners to deliver the vision, objectives and policies of this Core Strategy. We will:

- a) work with relevant providers to ensure that necessary infrastructure is secured to support Camden's growth and provide the facilities needed for the borough's communities. Information on the key infrastructure programmes and projects in the borough to 2025 are set in Appendix 1;
- b) use planning obligations, and other suitable mechanisms, where appropriate, to:
 - support sustainable development,
 - secure any necessary and related infrastructure, facilities and services to meet needs generated by development, and
 - mitigate the impact of development;
- c) work with neighbouring boroughs to co-ordinate delivery across boundaries; and
- d) monitor the implementation of the Core Strategy against the indicators set out in Appendix 4 and publish the results in our Annual Monitoring Report.

Working with our partners

- 19.3 Central to the delivery of the Core Strategy will be working with our partners. During the preparation of this Core Strategy the Council has secured the involvement and commitment of Camden's Local Strategic Partnership. We have also worked with other key delivery partners, such as Transport for London, to reflect their plans and spending programmes.
- 19.4 The Local Strategic Partnership recognises that it has an important role to play in relation to the delivery of this Core Strategy, in particular in bringing forward the key infrastructure programmes and projects identified in Appendix 1. The Council and the LSP are currently considering ways to achieve this, such as a Local Delivery Vehicle or Infrastructure Board to take forward the delivery of infrastructure and ensure that opportunities for partnership working and the joint delivery of services are optimised to achieve the Core Strategy's objectives.
- 19.5 The Council, its partners and central government have agreed Camden's Local Area Agreement (LAA), which contains a range of goals and targets to improve our services. The Core Strategy will contribute to delivering a number of these outcomes. The indicators we will use to monitor the success of the Core Strategy have been aligned with those in the Local Area Agreement where possible. The preparation of the Core Strategy also involved local community groups and residents, for example through stakeholder workshops, meetings and other consultation and engagement events and processes (see the Core Strategy Proposed Submission Consultation Statement for more details). The Council's Statement of Community Involvement sets out how we intend to involve the local community and other stakeholders in the preparation and implementation of our planning policy documents and in the consideration of planning applications.

Place shaping

- 19.6 The Council, acting as a service provider and property owner and manager, has a key role to play in the delivery of the Core Strategy. We have set up a 'Place Shaping Board' which brings together key Council service providers to consider how best to maximise assets and resources in particular areas of focus within Camden including King's Cross, Euston, Camden Town, Swiss Cottage, West Hampstead, Kentish Town, Kilburn and Gospel Oak. These are places where significant public and private investment and development is expected and, with the exception of Gospel Oak, all are growth areas or other highly accessible areas identified in this Core Strategy (see policy CS1). Gospel Oak has been selected due to the considerable investment being made in the area through Camden's housing estate regeneration programme and the provision of youth and play facilities.

- 19.7 Within the identified areas of focus, the Place Shaping Board makes strategic recommendations on the use of resources and how best to meet the identified needs of the priority areas, based on shared evidence with the Local Development Framework. It will seek to ensure the most efficient implementation of the Council's strategies, including this Core Strategy, which is a key document in guiding the work of the Board. The Board will identify ways to help deliver the Core Strategy in the priority areas through guiding Council decisions on:
- the use of resources;
 - bids for funding; and
 - opportunities to maximise benefits through co-ordinating assets, capital programmes and service provision.

Infrastructure

- 19.8 It is vital that the transport facilities and services, utilities and social infrastructure needed to make development work and support local communities is provided, particularly in the parts of the borough that will experience most growth in future years. Therefore, the Council has engaged with infrastructure providers, delivery partners and other relevant organisations to ensure that necessary infrastructure is planned and will continue to do so to ensure that the infrastructure to support growth is delivered.
- 19.9 To help to ensure that infrastructure is provided to support Camden's growth, the Council commissioned The Camden Infrastructure Study 2009 to provide information on infrastructure needs and provision in the borough. This had four main components:
- identifying the infrastructure needs of Camden over the lifespan of the Core Strategy (to 2025/6);
 - establishing the relative importance and priorities of infrastructure needs;
 - producing a strategic infrastructure plan, which sets out how infrastructure should be provided, by whom and with indicative costs; and
 - developing a robust methodology on how a viable Community Infrastructure Levy (CIL) might be established, should the Council may choose to implement one.
- 19.10 The Study's findings have helped to identify the transport, social and utility infrastructure required to enable delivery of the Core Strategy, which is set out in Appendix 1 – *Key Infrastructure Programmes and Projects*. Although comprehensive, this is not an exhaustive list of all infrastructure likely to be needed in Camden in the period covered by this Core Strategy and other items will be required, as appropriate, in response to new development in the borough. Where relevant, the individual sections in the Core Strategy also contain details of required infrastructure and mechanisms for its delivery.





- 19.11 Appendix 1 also sets out the anticipated timing and phasing of infrastructure provision. Timing and phasing will depend on a variety of factors, including when the development envisaged by this Core Strategy takes place, the availability of funding and the timing of major investment. In many cases the confirmation of funding for infrastructure is limited to the short term. Nevertheless, it is important to identify medium to long term infrastructure priorities even where funding has not yet been confirmed as the Core Strategy will guide future decision making of the Council and its partners in relation to infrastructure provision. The Council has worked with key partners to inform The Camden Infrastructure Study 2009 and the resulting key infrastructure programmes and projects which are identified in Appendix 1 to ensure that the expectations which are set out are realistic and deliverable.
- 19.12 The Camden Sites Allocations document will contain further information about the infrastructure requirements of the sites and areas in the borough that area expected to experience significant development
- 19.13 Where a development generates the need for new or upgraded infrastructure, on- or off- site, either to support the development or mitigate its effects, the Council will expect contributions towards provision to meet this need. Necessary infrastructure may include facilities for walking, cycling and public transport, and community facilities, such as schools and other educational establishments, health facilities, places of worship and open spaces.

Planning obligations

- 19.14 The Council will use planning obligations,²⁹ in appropriate circumstances and in accordance with Circular 05/05 – Planning Obligations, to influence the nature of a development or mitigate or compensate for its potential effects. Where existing and planned provision of infrastructure, facilities and services are not adequate to meet the needs generated by a proposal, the Council will negotiate planning obligations to secure measures to meet those needs.
- 19.15 Planning obligations (sometimes known as legal agreements or section 106 agreements) can help to contribute to the success of a development and achieving the Council's aims for a site, its local area and the borough as a whole. They can enhance the quality of a development and enable proposals to go ahead that might otherwise be refused. Planning obligations will only be sought where it is not possible to deal with the matter through the imposition of a condition on a planning permission.

NOTE

²⁹ The term planning obligations is used here to refer to all legal agreements necessary to make a development acceptable in planning terms, including those for the transfer of land and work to highways.

19.16 The measures sought through a planning obligation will vary depending on the nature and scale of a development scheme, its location and impacts. The main matters that the Council considers are likely to be addressed through such agreements are:

- affordable housing;
- tackling climate change and environmental impacts;
- transport and other infrastructure;
- works to streets and public spaces;
- community facilities and services, including education, health and open space;
- training, skills and regeneration;
- community safety.

This list is not exhaustive and development schemes can individually or cumulatively introduce a range of issues, requirements and impacts that may justify the use of planning obligations.

19.17 Obligations can take different forms and can involve financial contributions (including revenue and maintenance support) or the provision of certain requirements ‘in kind’. In considering planning obligations, the Council will take into account economic viability, the full range of benefits provided by a development and the extent to which it contributes towards delivering the objectives of this Core Strategy and other planning policies. The Council will expect developers to provide information on viability through an “open-book” approach. The extent to which a development is publicly funded will also be taken into account and policy may be applied flexibly in such cases. Planning obligations that reduce some negative impacts of a development or otherwise contribute to the Core Strategy’s objectives will not in themselves justify accepting development that conflicts with planning policy. Pooled contributions will be used when the combined impact of a number of schemes creates the need for related infrastructure or works. Additional detail on the Council’s approach to planning obligations is set out in our Camden Planning Guidance supplementary planning document.

19.18 The government has published details of its intention to enable local authorities to set a Community Infrastructure Levy (CIL). This is a standard charge to be decided upon by authorities which will contribute to the costs of infrastructure arising from new development. The government intends to produce further regulations and information on how the CIL will operate but has signalled that it intends the definition of infrastructure to be covered by CIL to be as wide as possible to encompass social and environmental infrastructure such as schools and parks. Initial guidance suggests that CIL should apply to most forms of development including residential and commercial development. Negotiated planning obligations will still be possible for site specific issues and to allow for affordable housing to be delivered.

19.19 Providing the government takes these proposals forward, the Council will investigate the appropriateness of developing a Camden CIL and whether this represents the most appropriate way of delivering the aims of this Core Strategy. Such an approach would build upon the Council’s current approach of using standard formulae to calculate contributions towards a range of issues such as providing school places. The Camden Infrastructure Study 2009 has developed a robust methodology on how to set a viable CIL should the Council chose to introduce one. If the Council chooses not to implement a CIL, the evidence can still inform the use of other mechanisms for securing contributions and support ongoing section 106 negotiations.



Cross-boundary working

19.20 The Council is working with neighbouring boroughs, the wider North London sub-region and other Central London local authorities to ensure that Camden's Core Strategy takes account of their plans and programmes as well as the spending and delivery plans of regional bodies such as Transport for London.

Central Activities Zone

19.21 London's Central Activities Zone (CAZ), with its unique range and concentration of uses/activities, falls within a number of boroughs, including the southern part of Camden (see Map 1 – Key Diagram). The Council will continue to work with these boroughs and Central London Forward to consider matters such as planning policy, the quality of public areas and pedestrian environment, traffic management/congestion and the infrastructure requirements of the Central London.

19.22 Camden has worked in partnership with Central London Forward and the other Central London boroughs to assess infrastructure needs of the sub-region over the next 15-20 years. The Central London Infrastructure Study 2009 considered:

- basic utilities infrastructure, including water and sewerage, flood defences, power and telecommunications, waste management facilities;
- large scale transport infrastructure, such as proposals for mainline rail termini; and
- social infrastructure, including that which is provided on a London-wide or sub-regional level such as facilities for adult learning, further education, higher education, primary and secondary health care, and emergency services.

19.23 The results of this assessment, including funding sources and the expected timing of infrastructure provision have been included in the key infrastructure programmes and projects identified in Appendix 1.

North London – Luton – Bedford co-ordination corridor

19.24 The Council will also continue to work with the North London Strategic Alliance (NLSA), Transport for London, Brent, Barnet and Harrow councils to develop a strategic approach to the management of locations with major growth potential along the London section of the London-Luton-Bedford co-ordination corridor. This focuses on the co-ordination of infrastructure (including transport) to support and co-ordinate the growth potential of areas such as Brent Cross, Cricklewood, West Hampstead, Mill Hill and Colindale (see Map 1 – Key Diagram).

19.25 It is projected that by 2026 over 133,000 additional residents will live in the four boroughs. NLSA in conjunction with the four boroughs have prepared a prospectus for the corridor which shows that this growth is supported by considerable planned increases in infrastructure capacity, such as the £5.5 billion investment in Thameslink services. The prospectus therefore identifies the main challenges and opportunities for the corridor to provide the basis for discussions with key funding partners and the private sector to deliver the investment that will be needed to provide the services required to support local communities.

19.26 NLSA along with the four councils are working on developing the corridor concept further, starting with more detailed work on transport infrastructure and through engaging key partners to the north of London, such as Luton and Watford councils and the East of England Development Agency. This work will help build the case for investment in transport and social infrastructure to support growth (including that set out in this Core Strategy) by providing a basis for discussions with national providers as well as Transport for London.

Co-ordinating with neighbouring boroughs

19.27 The Council also works closely with neighbouring boroughs to ensure that a consistent approach is taken in relation to growth areas and town centres which straddle borough boundaries. To this end, discussions with Westminster, in relation to the Tottenham Court Road area, and with Brent, in relation to Kilburn High Road town centre, have informed and shaped the direction taken on these locations in the Core Strategy.

19.28 We have prepared some of our key evidence studies for this Core Strategy in conjunction with our neighbouring authorities:

- an Affordable Housing Viability Study has been produced jointly with the City of Westminster, reflecting shared issues in relation to affordable housing provision including high alternative use values and prevalence of mixed used schemes in Central London; and
- the Central London Infrastructure Study (see above).

19.29 We are also preparing a joint Waste Plan with the six other boroughs in the North London Waste Authority (Barnet, Enfield, Hackney, Haringey, Islington and Waltham Forest). Please see policy CS18 – *Dealing with our waste and encouraging recycling* for further details.

Transport projects

19.30 Camden is the lead authority in the Clear Zones Partnership with the City of London and City of Westminster. This aims to reduce congestion, air and noise pollution and improve the urban realm through partnership working, sustainable transport measures and the use of innovative technologies. Cross border working occurs on a number of public consultations and measures, in particular in the Covent Garden and Holborn areas.

19.31 We are also working with Westminster to pilot a Legible London scheme in Covent Garden and Bloomsbury to encourage people to walk more through better public information and signage. In addition, the Council is one of eight boroughs working in partnership to implement the London Cycle Hire Scheme and also works in partnership with all other London boroughs to promote innovative technologies, for example through the London Electric Vehicle Working Group and the London Hydrogen Partnership.

Farringdon/Smithfield

19.32 The Council is working with Islington, City of London, Transport for London and Urban Design London to devise a joint strategy which will help to guide how the boroughs manage change and growth in the Farringdon/Smithfield area and respond to the impact of a new Crossrail station and improvements to Thameslink services. The strategy will consider how the scale and massing of development can accommodate London Plan homes and jobs targets for the area and ensure that key public realm objectives can be met, having regard to heritage and conservation, key views, local character, social history and archaeology.





Flexible implementation of the Core Strategy

- 19.33 Our Local Development Framework documents need to be flexible enough to ensure that the Council's vision and objectives for Camden can be delivered in future years despite changing circumstances. This is particularly important for the Core Strategy, which sets out our overall approach to managing Camden's growth and meeting the borough's needs for homes, jobs, services and infrastructure.
- 19.34 The current economic situation creates a particular need for sensitive and flexible implementation. However, while our plans must be suitably flexible, it is vital that the level of flexibility does not create uncertainty or harm the overall delivery of the Core Strategy. This Core Strategy has therefore been prepared to be flexible enough to cope with a changing world, while ensuring our vision and objectives for the borough are delivered.
- 19.35 A fundamental element of the Core Strategy is to maximise housing within the borough. Our 15-year housing trajectory (see the Camden Annual Monitoring Report) suggests that the supply of housing in the borough over this period will comfortably exceed our current annual housing target unless completion rates drop significantly below expectations. This means that we can meet our housing targets even if some identified sites do not come forward for development as envisaged. Future housing provision in the borough does not depend on a small number of sites, rather a large number of sites of a variety of sizes will contribute. The redevelopment of King's Cross, which will provide the largest number of homes, as well as the largest concentration of additional office and retail floorspace, is underway.
- 19.36 In recognition of its importance and current uncertainties in the housing market, CS6 – Providing quality homes includes a section setting out how the Council will incorporate flexibility into our approach to providing housing which will allow us to react to specific circumstances with a view to maximising delivery.
- 19.37 A comprehensive package of transport measures is included in the Core Strategy to support growth in jobs and homes. Physical transport infrastructure is complemented by a range of initiatives to increase walking and cycling and other public transport initiatives, such as substantial Underground line capacity improvements (see CS11 – *Promoting sustainable and efficient travel* and Appendix 1 – *Key infrastructure programmes and projects* items 39-56). These, coupled with existing high levels of public transport accessibility, mean that no one element of transport infrastructure is critical to the delivery of the overall strategy, and that even if any individual scheme does not come forward, sufficient provision will be made to support growth.
- 19.38 In addition, individual policies in this Core Strategy, and in Camden Development Policies, include an element of flexibility where appropriate, in particular in relation to the consideration of the viability of development schemes, the feasibility of particular measures, and site specific issues.
- 19.39 Regular monitoring will be a key tool in providing flexibility. This will measure progress in delivering the Core Strategy, and identify any aspects that are not being achieved as planned and any changing circumstances that may affect implementation. This will allow us to adjust the application of policies where appropriate and, if necessary, bring forward alternative approaches or policies. (See below for more on monitoring.)

19.40 We will also work closely with our partners in the delivery of the Core Strategy (see the section *Working with our partners* above). This will help us to identify, as early as possible, matters and situations that may effect delivery. This, in turn, will allow us to explore appropriate alternative or amended approaches to deal with emerging issues and changing circumstances to ensure the Core Strategy's successful implementation. This will include working with the Local Strategic Partnership to work towards delivering the key infrastructure programmes and projects identified in Appendix 1 and, through our Annual Monitoring Report, reviewing what is required to deal with changing circumstances, such changes to service provision.

Monitoring

19.41 The Council will monitor the effectiveness of the Core Strategy in delivering its objectives by regularly assessing its performance against a series of indicators. These are set out in Camden's Core Strategy Monitoring Indicators document, and include core indicators, set by the government, and local, Camden-specific indicators.

19.42 Each year we will publish an Annual Monitoring Report, which will:

- assess the performance of the Core Strategy and other Local Development Framework documents by considering progress against the indicators in Camden's *Core Strategy Monitoring Indicators* document;
- set out the Council's updated housing trajectory (see policy CS6);
- identify the need to reassess or review any policies or approaches;
- make sure the context and assumptions behind our strategy and policies are still relevant; and
- identify trends in the wider social, economic and environmental issues facing Camden.

Key evidence and references

- Camden Infrastructure Study 2009
- Central London Infrastructure Study 2009
- Camden/Westminster Affordable Housing Viability Study 2009
- Camden Annual Monitoring Report 2007/08
- Camden Core Strategy Monitoring Indicators
- Camden Statement of Community Involvement 2009

