

Camden Core Strategy 2010-2025

Local Development Framework



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Argyle Street
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Published November 2010.

Camden's Local Development Framework. Core Strategy 2010.



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

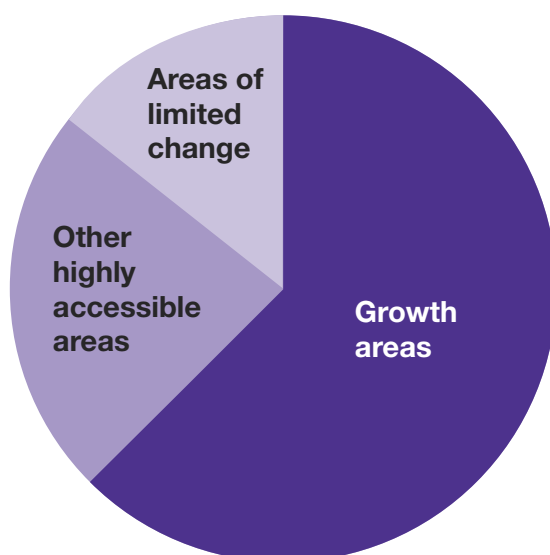
The Council will promote the most efficient use of land and buildings in Camden by:

- 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.

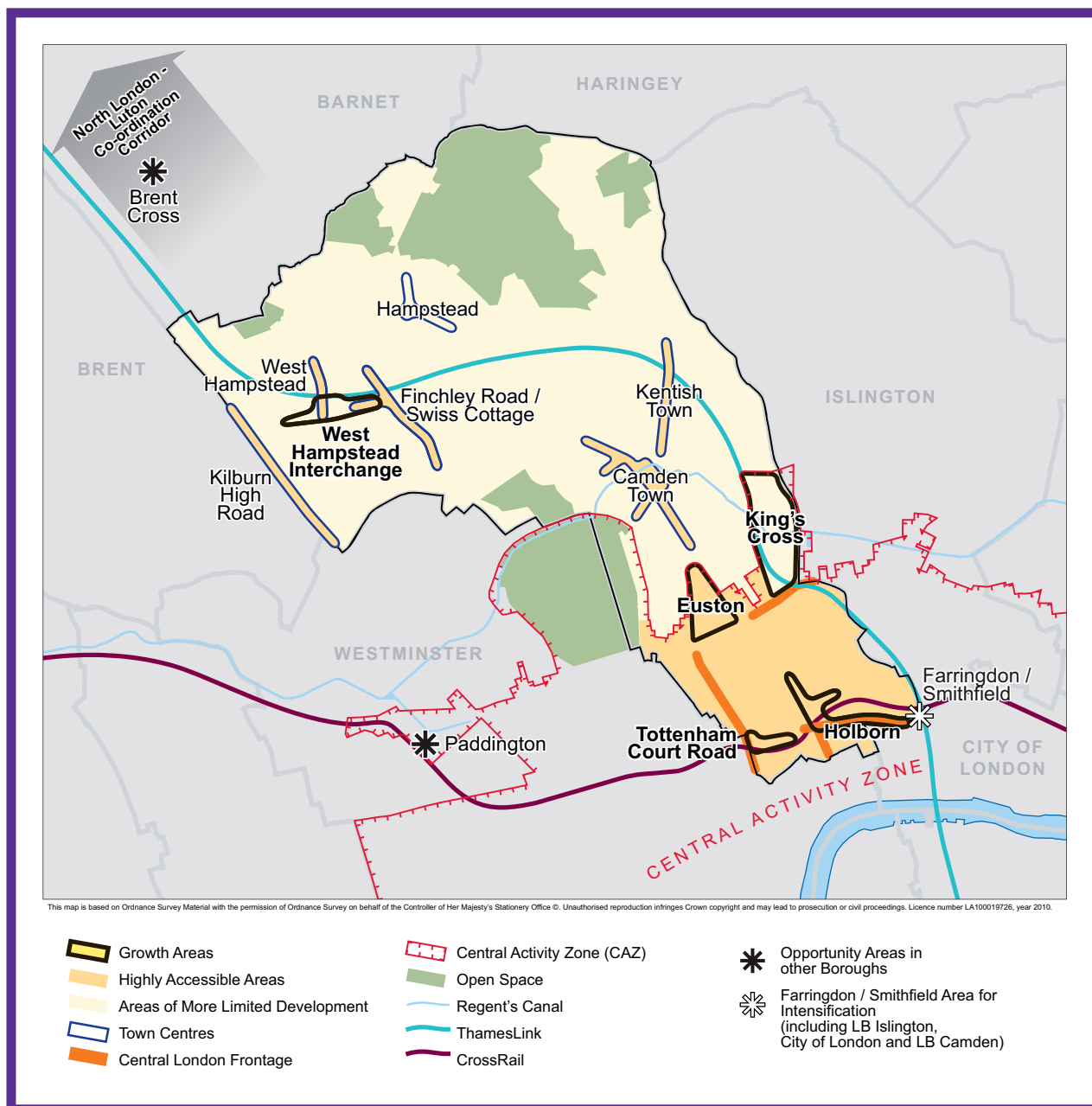


- 1.9 The Council’s overall spatial strategy is illustrated on Map 1 – Key Diagram. This shows the broad location of Camden’s growth areas, other highly accessible locations / town centres, major transport schemes and the borough’s main open spaces.
- 1.10 A key part of our strategy is to ensure that 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



CS2. Growth areas

- 2.1 Policy CS1 sets out the Council's strategy for the distribution of Camden's future growth, focussing development on five growth areas – King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead – which have opportunities for significant development of homes, jobs and other facilities (see Map 1 – Key Diagram). This section gives more detail on our approach to these areas, the level of development expected and our aspirations for each. The boundaries of the growth areas are shown on Maps 11 – 15 in Appendix 6.

CS POLICY

CS2 – Growth areas

Development in Camden to 2025 will be concentrated in the growth areas of:

- a) King's Cross, where large-scale redevelopment is underway;
- b) Euston, where major redevelopment is expected to occur in association with improvements to the station;
- c) Tottenham Court Road, Holborn and West Hampstead Interchange, where the mixed use redevelopment of a number of sites is expected to take place.

These areas are expected to provide in the range of 4,700 new homes and a substantial majority of new business floorspace in the period to 2024/25.

The Council will expect development in the growth areas to:

- d) maximise site opportunities;
- e) provide appropriate links to, and benefits for, surrounding areas and communities; and
- f) be in accordance with the Council's aspirations and objectives for that area, as set out below.

- 2.2 The level of development opportunities and transport accessibility in the areas of King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead make them the most appropriate locations to focus the provision of additional homes, jobs and facilities in Camden to 2025. The growth areas will make the most significant contribution towards meeting the borough's housing needs.
- 2.3 From 2010/11 to 2024/25 we expect just over 60% of the 12,250 additional homes in the borough to be provided in the growth areas (see policy CS1 for more details of how growth will be distributed around the borough and policy CS6 for more detailed information on our housing targets and the type of housing that will be provided). The growth areas are also expected to be the location for over 80% of the new business floorspace, and consequently the majority of jobs created, in the borough over the period covered by the Core Strategy, based on London Plan expectations (see table below) and the assessment of demand in the Camden Employment Land Review 2008 (see *policy CS8 – Promoting a successful and inclusive Camden economy*). In addition, these areas are expected to be the location for over two-thirds of retail growth, in particular through provision at King's Cross and Euston (see *policy CS7 – Promoting Camden's centres and shops*).
- 2.4 Each of Camden's growth areas has been identified in the London Plan as having potential for significant increases in jobs and homes:

London Plan targets for Camden's growth areas (Source: London Plan; 2008)

Objectives	Minimum homes 2001-2026	Indicative jobs 2001-2026
Opportunity areas		
• King's Cross	2,250	25,000
• Euston	1,000	5,000
• Tottenham Court Road (part in Westminster)	1,000	5,000
Areas for intensification		
• Holborn	200	2,000
• West Hampstead Interchange	2,000	500

- 2.5 The Council will expect development in the growth areas to maximise site opportunities and the opportunities and benefits for the borough and the local area within the context of the full range of Camden's planning policies and objectives, including those relating to amenity, sustainability, heritage/built environment, open space, community safety and encouraging walking and permeability. The Council's expectations on the scale of development at each location is set out in the area-specific section below.
- 2.6 It is important to note that the growth areas are next to, and sometimes even include, existing residential communities and heritage assets such as conservation areas. Development must therefore take account of its sensitive context. In addition, not every site within these areas is considered suitable for redevelopment or intensification. The location of an individual site within a growth area should not be interpreted as implying that the Council considers it is necessarily suitable for redevelopment. Our Camden Site Allocations Local Development Framework document will identify significant development opportunities within the growth areas and these sites will be expected to deliver the majority of the increase in homes and jobs in that area. Camden Site Allocations will also set frameworks for development in each of the growth areas, as well as setting out the Council's aspirations for the individual opportunity sites within it.
- 2.7 The Council's overall approach to each of the growth areas is set out below. Developments in these areas will be expected to meet the stated aspirations and objectives.



King's Cross

King's Cross is the borough's largest development area providing the opportunity to create a vibrant and successful new quarter for London. An outline planning permission and associated legal agreement for 'King's Cross Central' were approved in 2006 for a high density mixed use development site which will include:

- 1700 homes, of which 750 will be affordable, plus up to 650 units of student housing;
- commercial employment space, including offices, retail and hotels;
- the creation of up to 25,000 jobs;
- a combined heat and power district heating system.

The area will be the major focus for new homes, offices and retail development in the borough (see CS6, CS8 and CS7 for further details on our overall approach to these uses.) The development of the site is likely to take 10 to 15 years, depending on market conditions.

The scheme also incorporates infrastructure provision to support the large numbers of residents, workers and visitors who will be using the area in the future. The planning permission provides for:

- educational facilities, including a primary school;
- other community facilities, including a primary care health centre and a walk-in health centre;
- a Construction Training Centre and Skills and Recruitment Centre;
- leisure facilities, including a sports hall, swimming pool and fitness centre and a multi-use games area;
- new public spaces, including parks.

Further details on education, healthcare, leisure and other community infrastructure schemes at King's Cross are set out in Appendix 1 (see items 4, 11, 21, 22 and 24).

In addition, transport measures, which will further improve the best public transport accessibility in London, and the provision of public spaces will also support the redevelopment of the area. These include:

- continuing improvements to King's Cross – St Pancras underground station;
- King's Cross mainline station improvements;
- Thameslink improvements including new services;
- increased capacity on many Underground lines;
- a new public square at the front of King's Cross station;
- improved walking routes.

Further detail on transport schemes is set out in the key infrastructure programmes and projects in Appendix 1 (see item numbers 40-43 and 46).

www.artatkingcross.com





Immediately adjoining the King's Cross Central site is the 'Triangle' site, which lies within both Camden and Islington. An outline planning permission and associated legal agreement were granted in 2008 for a mixed use development including:

- 246 residential units, 84 being affordable
- retail, food, drink, financial & health facilities
- community facilities (health and fitness and crèche)
- environmental improvements (i.e. highway improvements, amenity and open space, and habitat areas).

The King's Cross growth area is surrounded by the residential communities of Somers Town and Elm Village to the west, Maiden Lane to the north, King's Cross to the south and Thornhill (within Islington) to the east.

Some of these communities are among the most deprived in the country. It is therefore vital that the growth area is redeveloped in a way that brings benefits to, and links to, its surrounding communities.

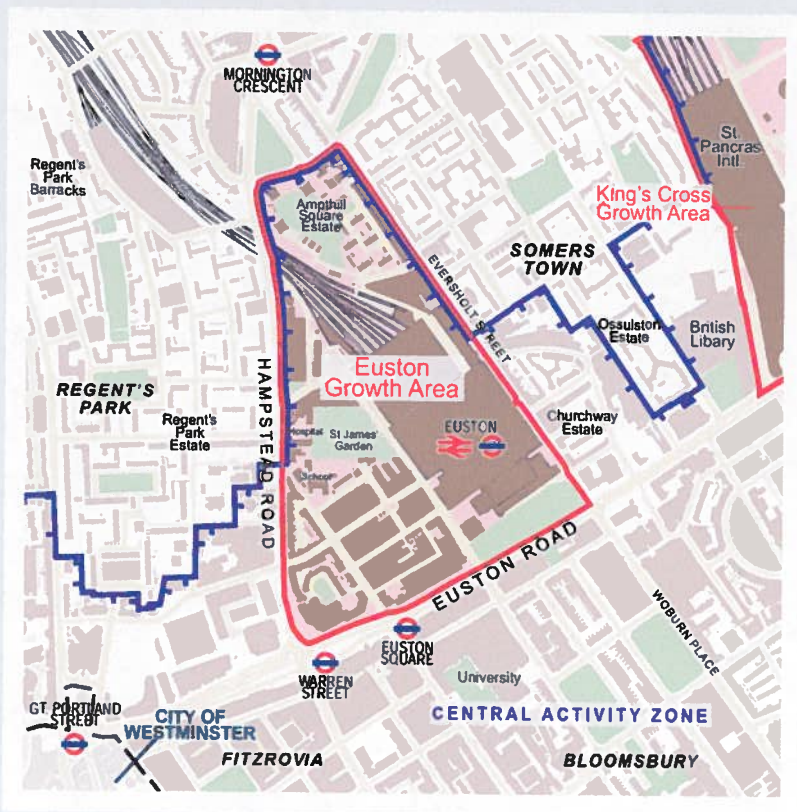
The Council will work with its key partners, including King's Cross Central Limited Partnership, Islington Council, NHS Camden, Transport for London, Network Rail, British Waterways and the Police to achieve a successful development that maximises its many opportunities for housing, jobs and the local community.

The Council's aspiration for King's Cross is to secure a vibrant, attractive, safe destination with a mix of uses, in particular offices, homes, retail, leisure and community facilities, which:

- supports and increases the borough's contribution to London's role as a world business, commercial and cultural centre;
- integrates with surrounding areas and communities, economically, socially and physically;
- creates job and training opportunities for local people and contributes significantly to the regeneration of neighbouring communities;
- helps to meet the full range of housing, education, social and healthcare needs in Camden and beyond;
- maximises opportunities for walking, cycling and the use of public transport, to and through the area;
- improves community safety and reduces opportunities for crime and anti-social behaviour;
- protects and enhances features of historic and conservation importance;
- meets the highest feasible environmental standards.

Euston

Euston is one of London's major transport hubs, served by rail, the Underground and many bus routes, and is also a significant area of housing and employment. The wider Euston area contains the headquarters of a number of major companies and public bodies (mainly along Euston Road) and is home to established residential communities, for example Somers Town to the east and Drummond Street and Regents Park Estate to the west, and a significant Bengali community. Many of the communities in the area are relatively deprived. Euston Station and Euston Road provide the location's dominant characteristics but they create substantial barriers to movement through the area.



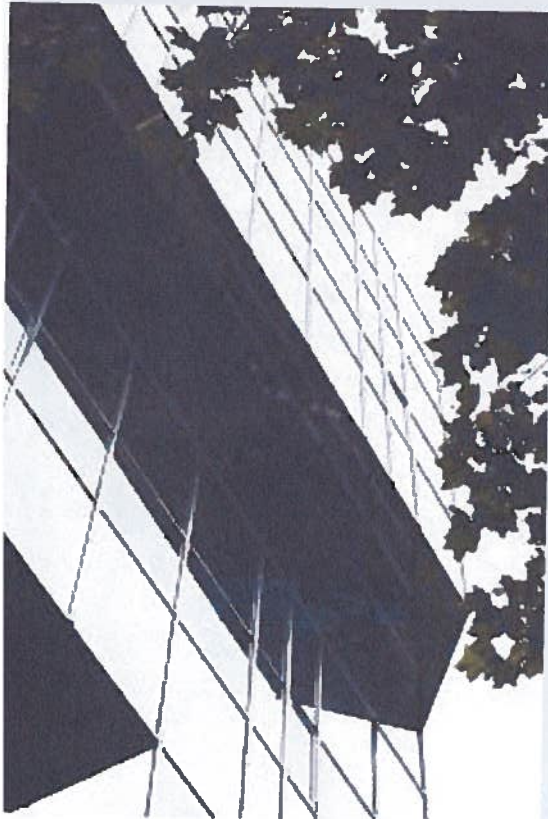
Network Rail has plans to remodel Euston Station to tackle overcrowding, to meet future growth in passenger numbers and improve its poor quality environment. The scope of development will depend on operational rail requirements, how station improvements are financed, the degree of station renewal, transport capacity, use of space over the station, strategic viewing corridors and other considerations. There are also a number of other potential development sites in the vicinity including the BHS depot site and the National Temperance Hospital, both on

Hampstead Road. The London Plan expects a minimum of 1,000 new homes and 5,000 new jobs to be provided in the area between 2001 and 2026. The draft replacement London Plan (2009) expects a minimum of 1,000 new homes and 5,000 new jobs to be provided in the area between 2006 and 2031. The Council envisages that redevelopment at Euston could include around 1,500 homes and in the region of 70,000 square metres of business floorspace, with the development likely to take place in the second half the Core Strategy period. Development at Euston is also likely to provide a significant amount of retail floorspace. Please see policy CS7 for more detail on our approach to retail growth.

The Council is working with partners (such as Transport for London, Network Rail and British Land) to seek to make sure that change in the area brings significant improvements to the opportunities and quality of life of local people, as well as improving the area's wider contribution to London. The Council has produced supplementary guidance for the Euston area. *Euston: A Framework for Change – Planning Guidance for the Euston Area and Key Sites* provides more detailed information on the area and the Council's approach to its development.

The Council's aspirations for the area include:

- securing a high quality, sustainable mixed use development with a significant amount of offices and homes, including affordable housing, retail and facilities that meet local community needs;
- creating a new station of the highest possible quality with increased passenger capacity as a fundamental element of a phased, integrated public transport interchange that improves connection between travel modes and provides easy and convenient movement for users of rail, underground (Euston and Euston Square), buses and taxis;
- substantially improving walking links and connections through the area and to neighbouring areas where operationally and physically possible, in particular to Somers Town and King's Cross in the east, to west Euston and across Euston Road (see Appendix 1, item 55);
- improving the safety and attractiveness of public spaces and the local environment, including the provision of open space where practicable, and providing high quality design which preserves and enhances the area's heritage;
- improving community safety, including reducing opportunities for crime and anti-social behaviour;
- making sure that change in the area brings benefits to local communities as well as London as a whole and to those travelling to and through Euston;
- supporting a comprehensive and integrated approach to development in the Euston Station area.

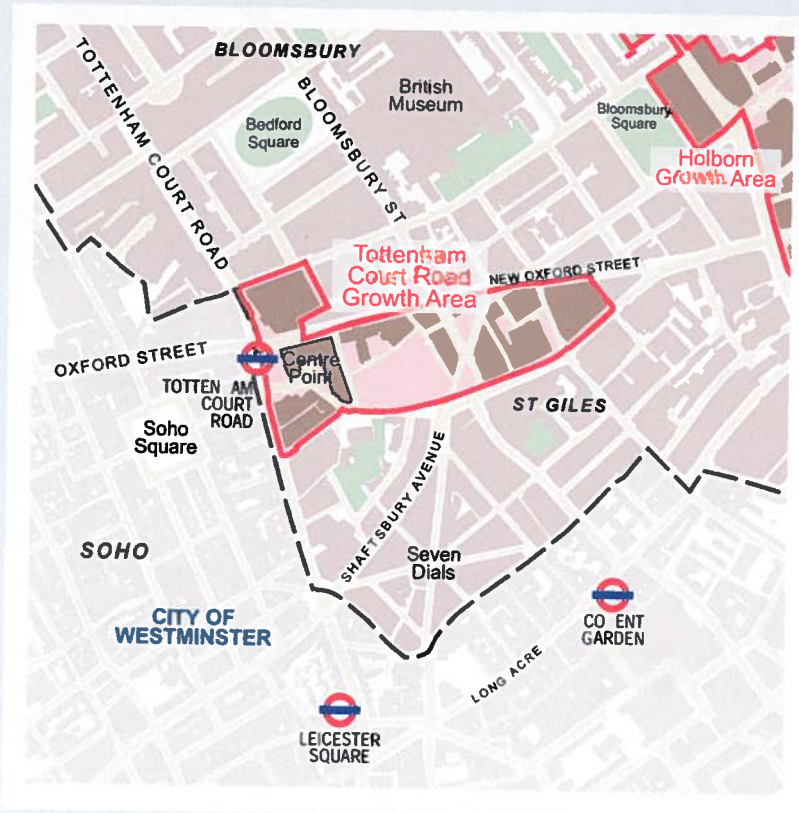


Tottenham Court Road

This area is centred on Tottenham Court Road Underground station and includes parts of Camden and Westminster. It is well served by public transport and contains a mix of office, housing and retail uses, with a significant residential population in and around the area. Much of the location is designated as conservation area and it contains a number of listed buildings. Tottenham Court Road and part of New Oxford Street are within the West End Retail Special Policy Area designated in the London Plan.

Although the area is already well developed, it contains a number of development sites which give an opportunity to improve and enhance the local environment, the mix of uses and links to neighbouring areas to create an attractive, safe and vibrant place. The London Plan expects a minimum of 1,000 new homes and 5,000 new jobs to be provided in the area between 2001 and 2026, with elements of this provision taking place in both boroughs. The draft replacement London Plan (2009) expects a minimum of 600 new homes and 5,000 new jobs to be provided in the area between 2006 and 2031. Based on development since 2006 and identified opportunity sites, the Council expects around 60% of homes and more than half of the jobs expected in the emerging London Plan to be provided in private sector-led schemes in Camden's part of the Tottenham Court Road area, with provision spread across the period of this Core Strategy.

Growth at Tottenham Court Road will be supported by transport enhancements as part of the development of Crossrail. Planned improvements include a new Crossrail station linked to Tottenham Court Road underground station and an enlarged Underground station ticket hall. Increased capacity on Northern Line tube services using the station are also planned. Further detail on relevant transport schemes is set out in Appendix 1 (items 39, 43 and 45).





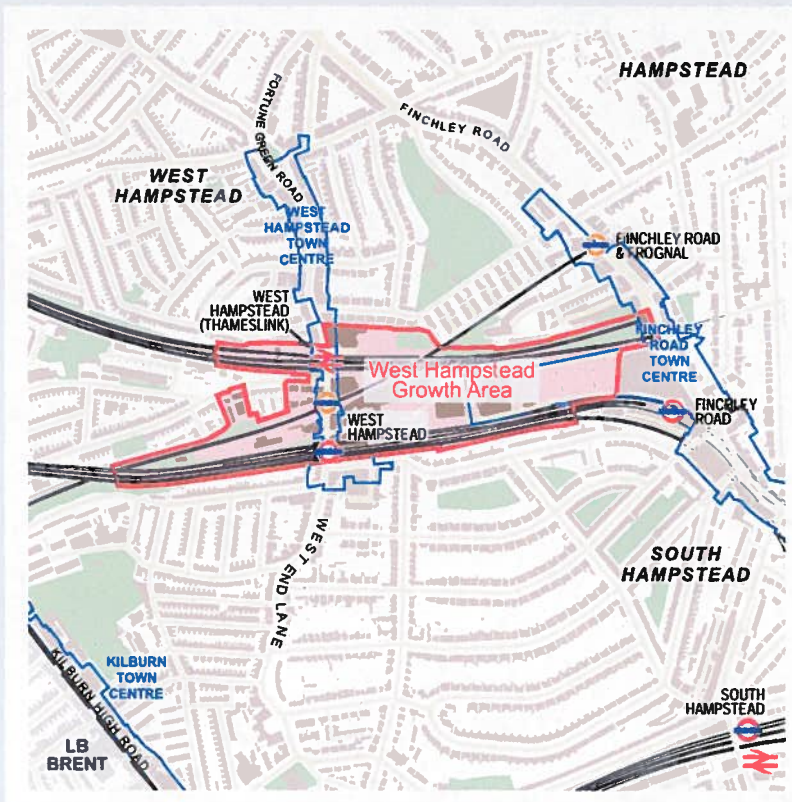
All development within the area should contribute to the Council's wider vision and objectives for this part of the borough. Our aspiration includes:

- a balanced mix of uses, including housing and affordable housing, significant provision of offices and other employment opportunities, community facilities, and retail to support the Central London Frontages of Charing Cross Road, Tottenham Court Road and the western end of New Oxford Street;
- an excellent public realm, with an improved network of safe and attractive places and routes for pedestrians and cyclists, that successfully links to neighbouring areas (particularly the growth area at Holborn (see below), Covent Garden, Bloomsbury and Oxford Street) and reduces the dominance of traffic in the area (see Appendix 1, item 55 on improvements for pedestrians in the St Giles area);
- maximising densities compatible with local context, sustainable design principles and public transport capacity;
- development of the highest quality and sustainable design as befits a historic area in the heart of London, which preserves local amenity and seeks to preserve and enhance the character and appearance of conservation areas;
- remedying the lack of open space in the area through on-site provision or contributions to assist in the provision of new spaces.

The Council has prepared an Area Planning Framework for the Tottenham Court Road and St Giles High Street Area (2004) and planning briefs for three major development sites within it. Westminster has also produced planning briefs for sites within their part of the area. We will work with Westminster to achieve our vision and objectives for this area.

West Hampstead Interchange

This area is a significant public transport interchange with three stations (served by London Underground, Thameslink and London Overground) and a number of bus routes. However, links between these are poor and need to be improved. Transport for London have been developing proposals to improve the interchange between the three stations and bus services along West End Lane, including remodelled station entrances and street improvements (see Appendix 1 Key infrastructure programmes and projects - item 49). There are also opportunities for redevelopment of under-utilised sites, particularly along the railway lines.



The London Plan expects a minimum of 2,000 new homes and 500 new jobs to be provided in the area between 2001 and 2026. The draft replacement London Plan (2009) expects a minimum of 800 new homes and 100 new jobs to be provided in the area between 2006 and 2031. However, the Council recognises that it now appears unlikely that a large scale redevelopment scheme incorporating major interchange works as originally envisaged will take place. More incremental development and interchange improvements appear a more realistic and deliverable prospect, and the Council is working with partners (including

Network Rail) and local stakeholders to investigate a range of solutions. Individual development schemes in the growth area will be expected to contribute to interchange improvements. The Council anticipates that the scale of growth at West Hampstead Interchange is more likely to be in the region of 1,000 homes and 7,000sq m of business floorspace (along with some other uses), with most development coming forward towards the latter part of the period of this Core Strategy.

Part of the Interchange area falls within West Hampstead town centre. The town centre is considered to be a highly accessible area and a suitable location for uses that are likely to significantly increase the demand for travel. Please see policy CS3 for further information on the Council's approach to Camden's highly accessible areas and policy CS7 for more detail on our town centres.

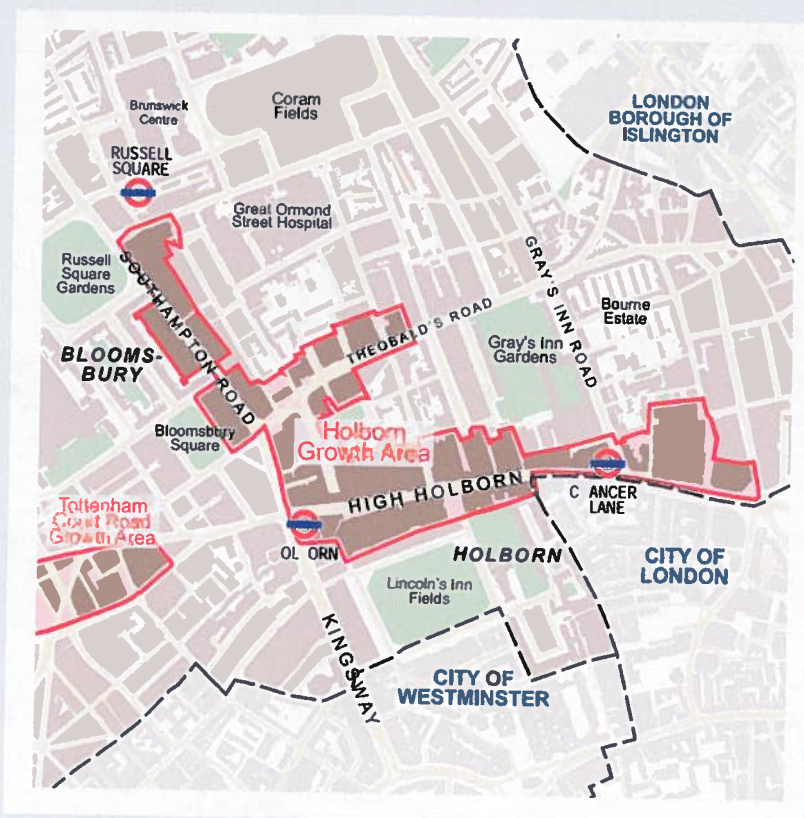


The Council expects improvements at West Hampstead Interchange and supporting infrastructure to include:

- a mix of uses, including substantial new housing, town centre, employment and community uses, and open space;
- improved transport interchange accessibility and capacity and improved pedestrian and bicycle movement and routes;
- a substantially improved street environment around transport facilities, including improved crossing and wider pavements;
- sustainable and safe design of the highest quality that respects the character and heritage value of West Hampstead.

Holborn

Holborn is a predominately commercial area, with a small residential community, focussed around Holborn underground station. High Holborn, from New Oxford Street to Holborn Circus, and most of Kingsway are designated as Central London Frontages, recognising their role as a shopping and service centre for workers and residents. Some of the area and much of its immediate surroundings are designated as conservation area. The area lies close to the growth area at Tottenham Court Road (see above).



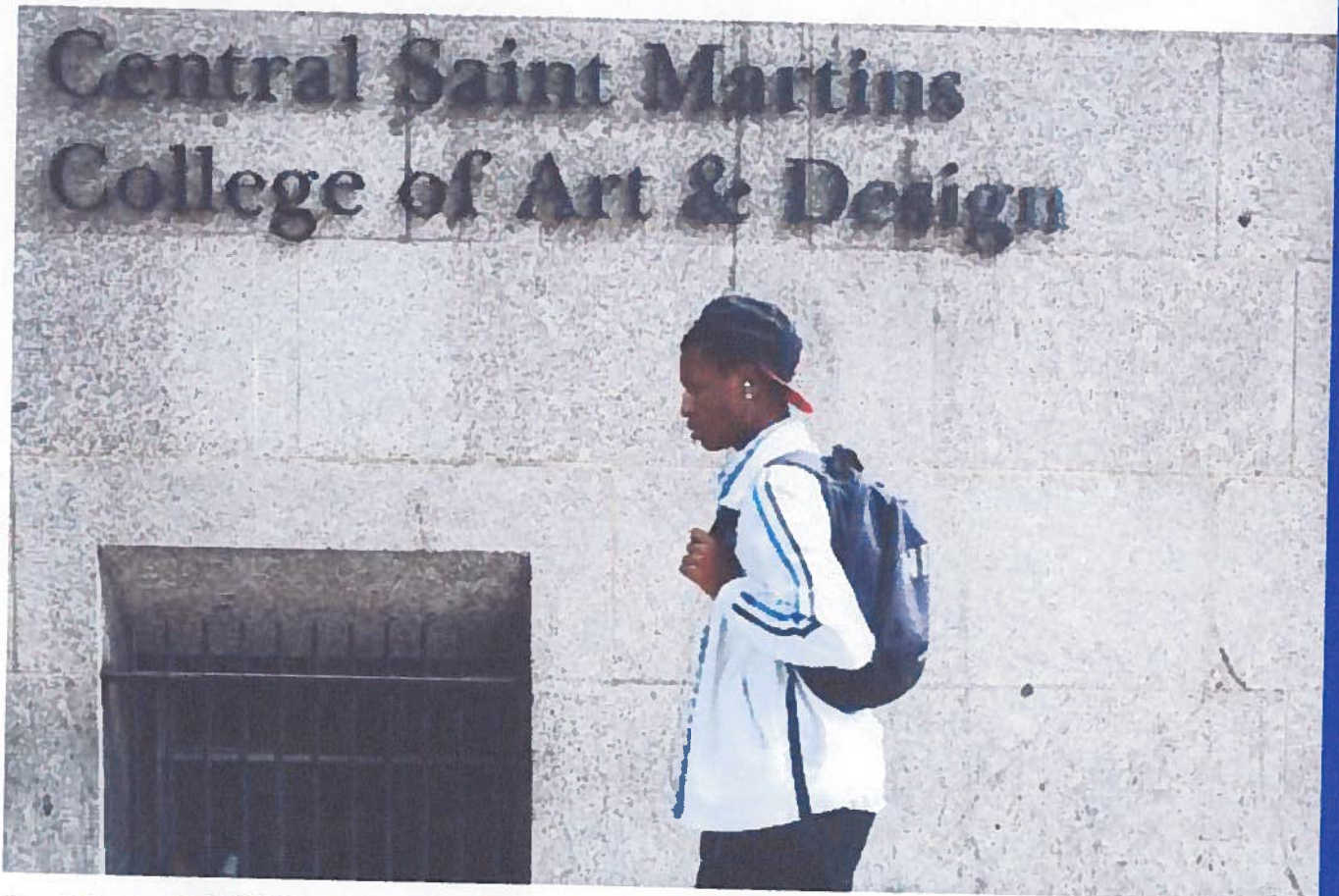
The London Plan expects a minimum of 2,000 new jobs and 200 new homes to be provided in the area between 2001 and 2026. The draft replacement London Plan (2009) expects a minimum of 2,000 new jobs and 200 new homes to be provided in the area between 2006 and 2031. The Council expects that the London Plan targets will be met through relatively small scale, private sector-led schemes, reflecting that the area's potential for intensification is largely from the redevelopment of existing properties, particularly offices, at higher densities.

The Council's aspirations for the area include:

- provision of a mix of land uses, with offices and housing as the predominate uses;
- provision of appropriate retail and service uses in the area's Central London Frontage and taking opportunities to introduce ground floor retail uses where the continuity of the frontage is currently broken;
- improvements to the street environment, in particular pedestrian environment to and around Holborn Underground station (see Appendix 1 - Key infrastructure programmes and projects – item 50);
- improved connections with the City of London, the Tottenham Court Road area and other neighbouring areas, in particular, making walking and 'way-finding' easier (see Appendix 1 item 56);
- appropriate contributions to open space, community facilities, regeneration initiatives and employment and training schemes;
- high quality, sustainable design that respects its surroundings and preserves and enhances the area's historic environment;
- improving community safety, including reducing opportunities for crime and anti-social behaviour.

Key evidence and references

- Camden Infrastructure Study 2009; URS
- Central London Infrastructure Study 2009; URS
- Camden Employment Land Review 2008; Roger Tym and Partners
- Camden Retail Study 2008; Roger Tym and Partners
- Camden Annual Monitoring Report
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008



CS5. Managing the impact of growth and development

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

CS POLICY

CS5 – Managing the impact of growth and development

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

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

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

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

Making sure development achieves the objectives of the Core Strategy

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

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

Protecting amenity

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

Promoting successful communities

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

Key evidence and references

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



CS7. Promoting Camden's centres and shops

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



CS7 – Promoting Camden’s centres and shops

Distribution of retail across Camden

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

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

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

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

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

Neighbourhood centres: located across the borough;

We will also support:

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

Protecting and enhancing Camden’s centres

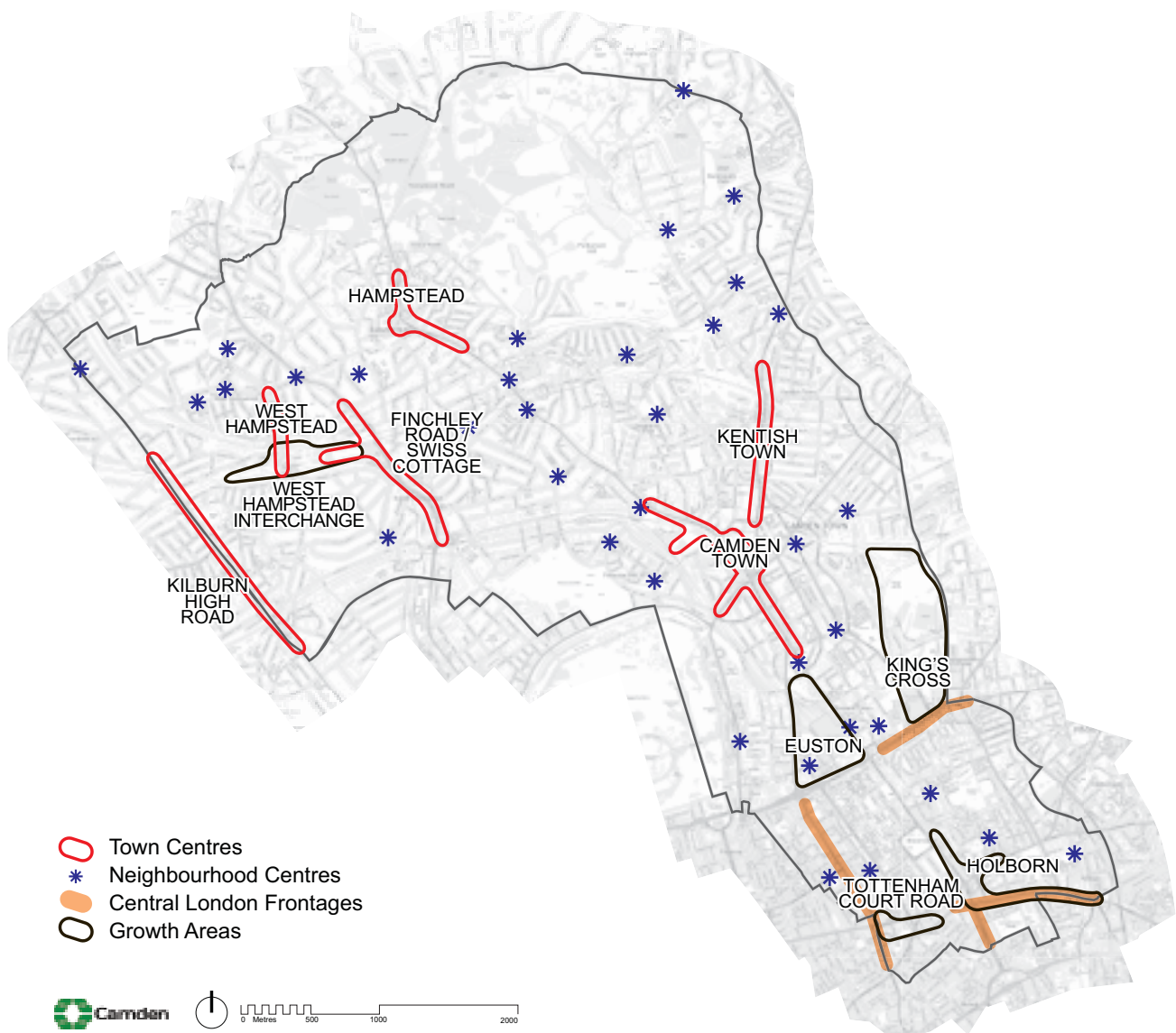
The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by:

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

Distribution of retail growth

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

Map 2: Town Centres



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

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

Protecting and enhancing Camden's centres

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

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

Ensuring a range of shops and other town centre uses

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

Minimising the impact of food, drink and entertainment uses

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



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

Camden's markets and areas of specialist shopping

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

Centre-specific planning objectives

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

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



Centre specific planning objectives

Camden Town

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

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

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

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



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

Kilburn High Road

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

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

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

The Council will:

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





Finchley Road/Swiss Cottage

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

The Council will:

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



West Hampstead

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

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

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

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

Kentish Town

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

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

The Council will:

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

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



Hampstead

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

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

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

Central London Frontages

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

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





Tottenham Court Road/Charing Cross Road

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

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

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

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

The Council will:

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



Holborn

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

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

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

King's Cross/Euston Road

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

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

The Council will:

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





Neighbourhood Centres

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

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

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

Key evidence and references

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

CS8. Promoting a successful and inclusive Camden economy

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



CS8 – Promoting a successful and inclusive Camden economy

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

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

Offices

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

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

Industrial and light-industrial premises

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

C 22. A new creative space for Camden.



Industry area

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

Creative industries

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

REFERENCES

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

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

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

Hatton Garden area

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

Providing a range of employment premises

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

Supporting local employment training schemes and enterprise development

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

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

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



Tourism

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

Key evidence and references

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

CS11. Promoting sustainable and efficient travel

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



CS11 – Promoting sustainable and efficient travel

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

Improving strategic transport infrastructure to support growth

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

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

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

Promoting sustainable travel

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

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

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

Making private transport more sustainable

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

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

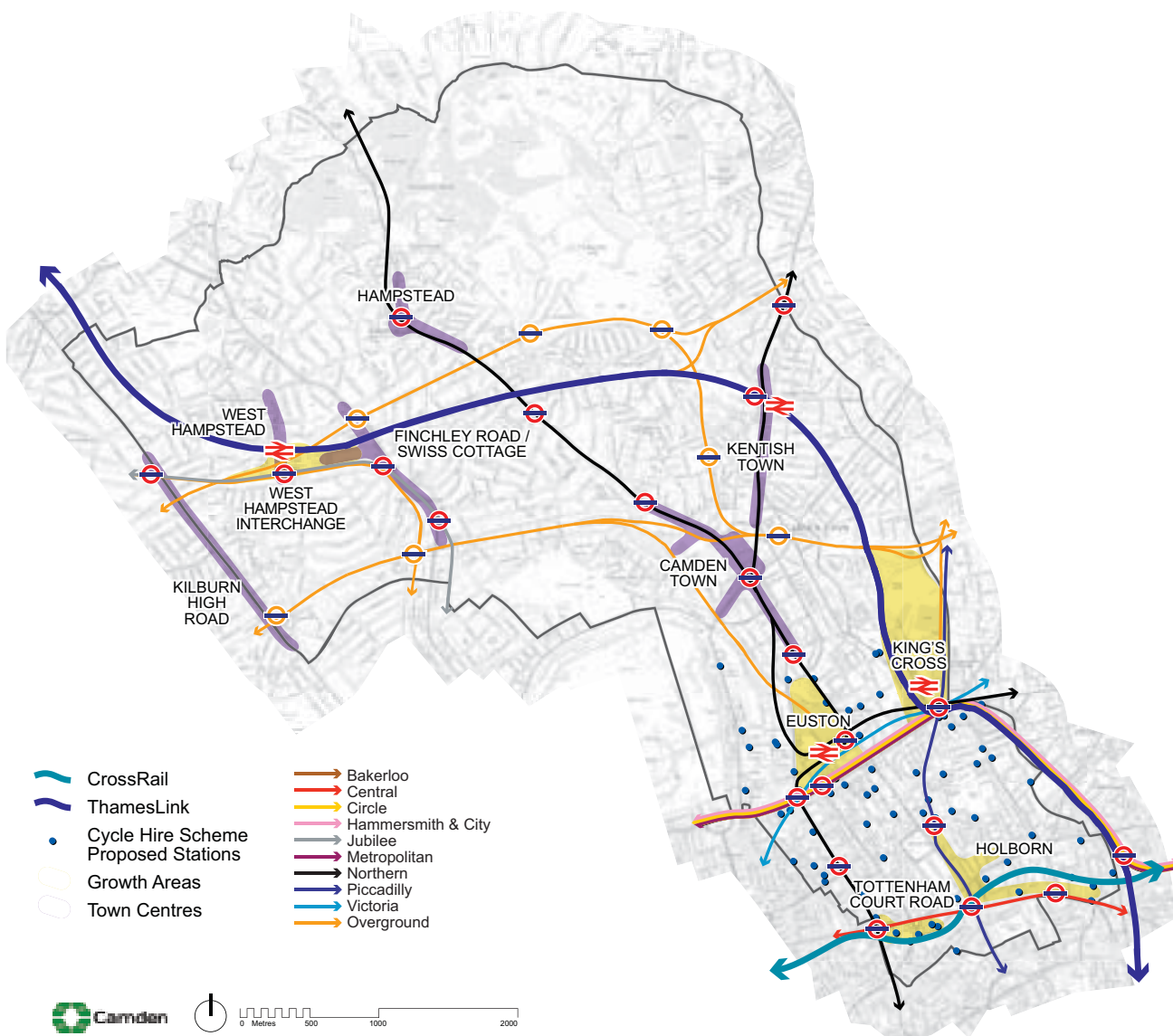
Promoting the sustainable movement of freight

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

Improving strategic transport infrastructure to support growth

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

Map 3: Transport



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

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

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

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

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

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

Promoting sustainable travel options

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

Walking

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

Cycling

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

Public transport

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

Travel Awareness

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

Making private transport more sustainable

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



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

Promoting the sustainable movement of goods

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

Key evidence and references

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

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.

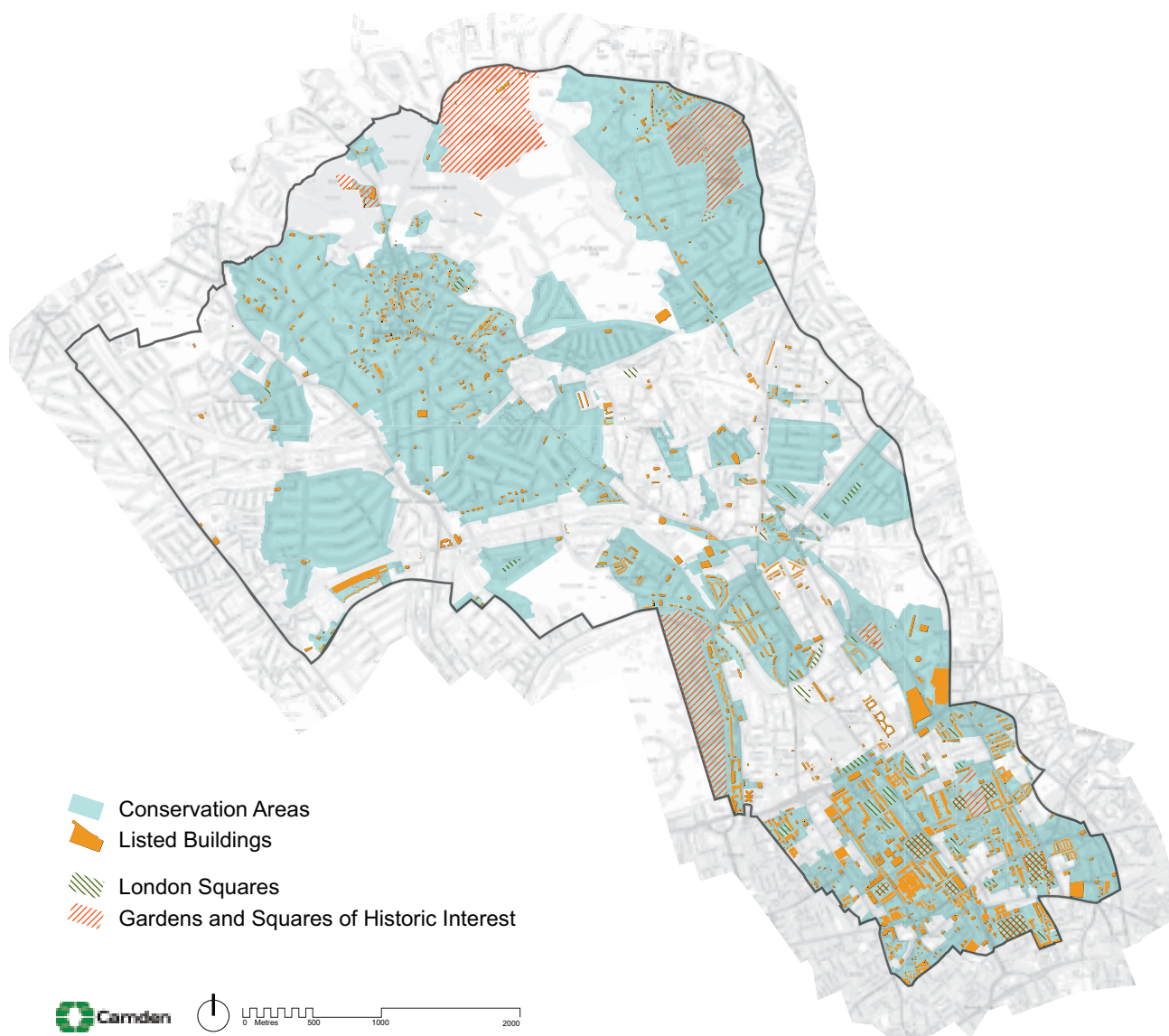


- 14.4 Development schemes should improve the quality of buildings, landscaping and the street environment and, through this, improve the experience of the borough for residents and visitors. The Council will therefore insist on high quality design throughout the borough. In accordance with government 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

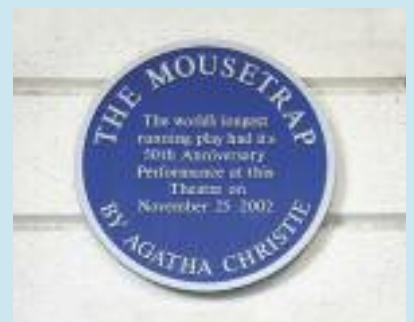
- 14.21 A number of London's most famous and valued views originate in, or extend into, Camden. These are:
- views of St Paul's Cathedral from Kenwood, Parliament Hill and Primrose Hill;
 - views of the Palace of Westminster from Primrose and Parliament Hills; and
 - background views of St Paul's from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



Camden Development Policies 2010-2025

Local Development Framework



**If you would like this document in large print
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Published November 2010.

Camden's Local Development Framework. Development Policies.



Section 1

Location and management of Camden's growth

- 1.1 It is estimated that Camden's population will increase by around 36,000 people (about 18%) between 2006 and 2026. This growth in population will be accompanied by an increase in the number of homes, offices and other land uses in the borough. As Camden is already highly built up and has many places that are highly valued by local people, we face specific challenges in how to adapt to our growing population while improving and protecting our environment and how to get the right developments in the right places.
- 1.2 *A sustainable Camden that adapts to a growing population* is one of the key themes in Camden Together - Camden's Community Strategy. Our Local Development Framework documents form one of the main mechanisms for achieving this. The Core Strategy sets out our overall strategy in relation to growth, where it happens and how it is managed (see paragraphs 16-19 above).
- 1.3 Camden Development Policies provides detailed planning policies to help implement our Core Strategy. The Core Strategy section on the *Location and Management of Camden's Growth* sets out our overall approach to where growth will happen and how we can make sure it works positively for the borough. Many of the policies in this document contribute to delivering elements of the policy approach in the *Location and Management of Camden's Growth* section of the Core Strategy. However, as this is predominately a strategic matter, there is only one issue – mixed use – for which we consider a detailed development policy is needed under the *Location and Management of Camden's Growth* theme.



DP1. Mixed use development

- 1.4 Core Strategy policy CS1 – *Distribution of growth* promotes the most efficient use of land and buildings in Camden. This includes encouraging a mix of uses in development and expecting the provision of a mix of uses in schemes in the most accessible parts of the borough. Policy DP1 helps to deliver this by setting out our detailed approach to mixed use development.
- 1.5 The Council assesses mixed-use schemes in terms of the ‘primary’ use, which is the largest land-use by floorspace, and ‘secondary’ uses, which are all uses with smaller floorspaces. Where a contribution to housing is sought, this refers to self-contained housing (Use Class C3), except in the case referred to in paragraph 1.9. For the purposes of comparing the non-residential and housing floorspace, the Council will use the gross external area.
- 1.6 Policy DP1 is a relevant consideration for all new build development and extensions involving a significant floorspace increase. No non-residential uses are excluded from the policy. However, we acknowledge that there are a number of circumstances where a mix of uses may not be sought.

DP POLICY

DP1 – Mixed use development

The Council will require a mix of uses in development where appropriate in all parts of the borough, including a contribution towards the supply of housing. In the Central London Area (except Hatton Garden) and the town centres of Camden Town, Finchley Road/ Swiss Cottage and Kilburn High Road, where more than 200 sq m (gross) additional floorspace is provided, we will require up to 50% of all additional floorspace to be housing.

As an exception to this approach, in the designated Hatton Garden area, where more than 200 sq m (gross) additional floorspace is provided, we will require up to 50% of all additional floorspace in the form of secondary uses, including a contribution to housing and a contribution to affordable premises suitable for the jewellery industry.

The Council will require any secondary uses to be provided on site, particularly where 1,000sqm (gross) of additional floorspace or more is proposed. Where inclusion of a secondary use is appropriate for the area and cannot practically be achieved on the site, the Council may accept a contribution to the mix of uses elsewhere in the area, or exceptionally a payment-in-lieu.

In considering whether a mix of uses should be sought, whether it can practically be achieved on the site, the most appropriate mix of uses, and the scale and nature of any contribution to the supply of housing and other secondary uses, the Council will take into account:

- a) the character of the development, the site and the area;
- b) site size, the extent of the additional floorspace, and constraints on including a mix of uses;
- c) the need for an active street frontage and natural surveillance;
- d) the economics and financial viability of the development including any particular costs associated with it;
- e) whether the sole or primary use proposed is housing;
- g) whether secondary uses would be incompatible with the character of the primary use;
- f) whether an extension to the gross floorspace is needed for an existing user;
- h) whether the development is publicly funded;
- i) any other planning objectives considered to be a priority for the site.

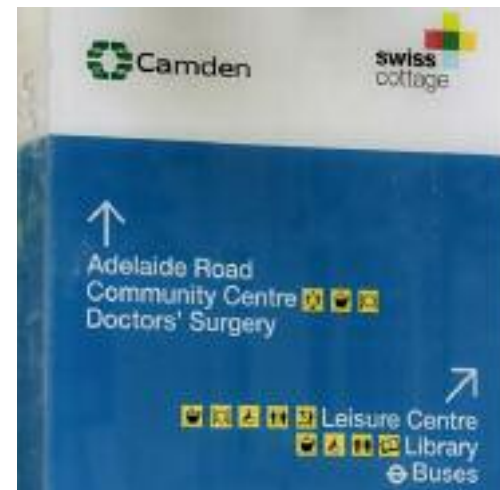
- 1.7 If we are going to adapt successfully to Camden’s growing population, we need to make the best use of the borough’s limited land. Developing a mix of uses on individual sites and across an area can be beneficial in a number of ways, such as:
- reducing the need to travel between homes, jobs and services;
 - providing a range of activities through the day, and so increasing community safety and security;
 - contributing to the creation of areas that are diverse, distinctive and successful;
 - allowing an efficient use of land, with other uses developed above those uses which need direct ground floor access or a street-level frontage, such as shops;
 - providing more opportunities for the development of housing.

Large parts of the borough have a well-established mixed-use character and the Council seeks to extend this.

- 1.8 Core strategy policy CS6 indicates that the Council will regard housing as the priority land use of the Local Development Framework. Core strategy paragraph 6.18 goes on to acknowledge that the priority given to housing does not override a number of other considerations, but will be considered alongside them, such as the need for jobs, services and facilities, and the importance of Central London as a focus of business, shopping, education, healthcare and research. Taking into account these considerations, the Council will consider whether a proposed development in the borough could appropriately include a mix of uses, and in appropriate cases will seek a contribution to the supply of housing. Other secondary uses that may be sought include shops, community facilities, open space and workshops for light industry. The need for secondary uses and the precise mix and proportion appropriate will vary in different locations and will be a matter for negotiation, taking into account all the criteria set out in policy DP1.
- 1.9 As noted in Core Strategy paragraphs 6.13 and 6.53, the Council is concerned that the provision of student housing and other housing with bedsit rooms and shared facilities could prejudice the supply of self-contained housing. Therefore, when applying policy DP1 to seek a contribution to the supply of housing, the Council will seek permanent self-contained housing (in Use Class C3). However, in the context of development for an educational institution supported by the Higher Education Funding Council for England, as an alternative to self-contained housing, the Council may accept student housing that serves the same institution.



- 1.10 Camden’s Central London Area and the town centres of Camden Town, Swiss Cottage/Finchley Road and Kilburn High Road are the parts of the borough which have the best access to public transport, the best potential for a mix of uses, and the best prospect for the development of housing above active street frontages. Additional housing in these locations will help provide activity and surveillance when businesses are closed, and support shops, services and local facilities. Therefore, the Council will expect development schemes in Central London and our larger town centres to provide a mix of uses, and will seek to negotiate up to half of all additional floorspace as housing (in Use Class C3), such that additional floorspace in residential use matches all the additional floorspace in non-residential uses.
- 1.11 On the basis of the floorspace and ancillary space required to create a single self-contained home or a single commercial unit within a mixed-use development, the Council considers that a development adding more than 200 sq m (gross) of floorspace is sufficient to provide a mix of uses, including a contribution to the supply of housing. Housing provided as part of a mixed use scheme should be independent of other uses and have a separate access at street level or other arrangements which provide for occupation independent of any non-residential use.
- 1.12 Affordable housing will be sought in appropriate circumstances in line with Core Strategy policy CS6 – *Providing quality homes* and Policy DP3 – *Contributions to the supply of affordable housing*. For example, where a development adds 1,000 sq m of non-residential floorspace, up to 1,000 sq m of housing will be sought. If 1,000 sq m or more of housing is provided, then within this, a contribution will be sought to affordable housing in accordance with paragraph 3.8 under policy DP3. As indicated in paragraph 3.18, the Council's sliding scale approach to affordable housing contributions from sites with capacity for 10 to 50 dwellings will not apply to mixed-use developments providing 1,000 sq m of non-residential floorspace or more. Where a site provides less than 1,000 sq m of non-residential floorspace, but is expected to make a contribution to the supply of affordable housing under the provisions of policy DP3, housing will be the primary use, and the sliding scale approach will apply to the affordable housing contribution.
- 1.13 The designated Hatton Garden area has a special character due to its nationally and internationally important cluster of jewellery manufacture and trading. The Council seeks to preserve and enhance the special character of the Hatton Garden, and to secure and protect a stock of premises available for small jewellery workshops and related light industry. We will seek to balance the general priority for housing against the importance of workshops in the Hatton Garden area, and will seek contributions to both of these where the inclusion of secondary uses is appropriate. The precise mix between primary and secondary uses, and between housing and jewellery premises, will vary in different developments and will be a matter for negotiation, taking into account the criteria in policy DP1. Core Strategy policy CS8 and policy DP13 give more information regarding our approach to Hatton Garden.



- 1.14 The adoption of a mixed use approach means that there will inevitably be occasions when new business development adjoins new or existing residential accommodation. By definition, business uses within Use Class B1 should be capable of operating in residential areas without having an adverse impact on residential amenity. The Council is concerned, however, that in some instances noisy plant and extended hours of operation can have a harmful effect on amenity. When mixed use schemes are proposed, we will therefore secure appropriate design features and use planning conditions to protect the amenity of existing and future residents.

Off-site provision and payments in lieu

- 1.15 Inclusion of secondary uses as part of a mixed use development offers the best prospect for creating a complementary range of activities across an area with continuous activity and natural surveillance. However, where a secondary use is appropriate for the area and cannot practically be achieved on the site, the Council may accept an off-site contribution to secondary uses in the same area, directly related in scale and kind to the development proposed, and secured by means of a planning obligation. Off-site solutions may be appropriate where developments involve a relatively small addition to floorspace, but it is anticipated that development adding 1,000 sq m (gross) or more should provide for mixed use on-site unless the applicant provides clear evidence that off-site provision of secondary uses is more appropriate.
- 1.16 In the Central London Area (excluding Hatton Garden) and the specified town centres, if an off-site contribution to housing is appropriate, the Council will take into account all related sites when assessing the level of housing provided. The Council will seek additional housing floorspace to match the net addition to non-residential floorspace across all sites, taking into account any non-residential floorspace removed in conjunction with the off-site housing contribution (but also seeking replacement of any existing housing lost as part of each development). For example, an additional 800 sqm of non-residential development without on-site secondary uses could either be matched off-site by the addition of 800 sq m of housing floorspace (with no reduction of existing non-residential floorspace), or matched by the conversion or redevelopment of 400 sq m of non-residential space into 400 sq m of housing.
- 1.17 Exceptionally, where a secondary use is appropriate for the area but cannot be achieved on site, and it is demonstrated to the Council's satisfaction that no alternative site is available in the area for the secondary use, we may accept a payment in lieu of provision, directly related in scale and kind to the development proposed. Financial contributions will relate to the value of the land (or the value of the space above another development) needed to provide the secondary use elsewhere, having regard to the financial viability of the proposed development. More detailed information regarding the calculation of off-site provision and payments in lieu is provided in our Camden Planning Guidance supplementary document.
- 1.18 The Council will adopt a similar approach to off-site contributions and payments-in-lieu in the Hatton Garden area, except that the scale of the contribution sought to housing may be reduced in order to secure a contribution to affordable premises or other support for the jewellery industry – see policy DP13 and the accompanying paragraphs.

Other factors affecting the potential for mixed-use development, and the scale, nature and location of secondary uses

- 1.19 **The character of the development, the site and the area, site size, and the extent of the additional floorspace** – Existing development on or near a development site may limit the potential for the inclusion of secondary uses, particularly the inclusion of housing. A site may be constrained by disturbance or overlooking from other activities and properties nearby. The retention and extension of an existing building on-site (especially a listed building or a building that makes a positive contribution to a conservation area) may prevent the creation of new features such as entrances, windows, staircases and lifts necessary to accommodate a mix of uses. Small site sizes may also limit the potential to include these features. As noted in paragraph 1.15, it may be appropriate for developments involving a relatively small addition to floorspace (under 1,000 sq m gross) to make an off-site contribution to secondary uses.

- 1.20 **The need for an active street frontage and natural surveillance** – Particular secondary uses and arrangements of uses may be sought to promote street activity and natural surveillance where community safety concerns are raised by local characteristics, such as:
- long, unpunctuated street blocks and frontages formed by large buildings;
 - a lack of diversity and domination of the area by a single use;
 - a lack of vitality and a high proportion of vacant premises;
 - low levels of street activity at certain times of the day, evening or week.
- 1.21 **Development economics, financial viability, and particular costs** – We acknowledge that the introduction of secondary uses into a development can have a major impact on development economics in a variety of ways, including the need for additional circulation spaces and stairways, lower rents or capital values associated with some secondary uses, the effect of differential lease periods on future prospects for redevelopment, and investor preferences. Where a proposed development falls significantly short of the Council's expectations in terms of the contribution to secondary uses (whether on-site, off-site, or in the form of a payment-in-lieu), the Council will expect submission of a financial viability appraisal to justify the scale of the secondary uses proposed. In appropriate circumstances, the Council may also seek an independent verification of the appraisal funded by a developer. Further details of how we will consider financial viability in connection with policy DP1 are provided in our Camden Planning Guidance supplementary document.
- 1.22 We also acknowledge that emerging economic conditions and property market trends may alter the viability of the primary or secondary uses, potentially delaying or preventing implementation of some or all parts of a proposal. The Council will take into account the sensitivity of financial viability appraisals to changing market circumstances, and will seek to include appropriate flexibility into planning obligations and phasing arrangements to ensure that a mix of uses can be delivered.
- 1.23 **Specific situations when mixed use development may not be required** – In addition to the general considerations that may limit the potential or scale for the development of a mix of uses or a contribution to secondary uses, there are a number specific types of development and circumstances that could render the inclusion of secondary uses inappropriate:
- given that housing is the priority land-use of the Local Development Framework, where housing is the sole or primary use proposed, the Council may not seek secondary uses unless there is a shortfall of facilities in the area that will be needed for the development (for example, open space or health facilities), or secondary uses are needed to provide an active street frontage (for example, shops in or adjacent to a shopping parade);
 - the Council will not seek housing or other secondary uses where they are not compatible with the primary use, for example where noise levels from an industrial use would compromise residential amenity, or where the incorporation of secondary uses would be precluded by the operational requirements of a specialised use, such as a hospital or healthcare facility, or an academic, research or educational institution;
 - the Council may not seek secondary uses where a development is required to accommodate an existing user on the site (for example, to provide for the expansion of a business or to consolidate a business's activities to a single site), unless the development involves additional floorspace that is surplus to the user's requirements;
 - The Council may not seek secondary uses where a development is publicly funded and is required to accommodate a public facility or service, or for public administration.
- 1.24 **Any other planning objectives considered to be a priority for the site** – The Council recognises that where it seeks other planning benefits from a development or seeks to meet other planning objectives, this may limit the potential of a site to provide a mix of uses generally, or housing in particular. Examples may include the requirement to contribute to funding for transport infrastructure, or the need to prioritise uses such as business, shopping, education, healthcare or research in certain parts of Central London. When negotiating for a contribution to secondary uses, the Council will have regard to other benefits arising from a proposal. The Council will expect costs associated with all aspects of a proposal to be included in any financial viability appraisal, including the costs and returns associated with all uses included in the development, and any expenditure required to meet the terms of a legal agreement.

Further guidance

- 1.25 Further guidance on mixed use developments, particularly in relation to the inclusion of a proportion of housing in such schemes, is set out in our Camden Planning Guidance supplementary document. The Council's Site Allocations document will allocate specific sites for a mix of uses and provide guidance for their future development.

Key evidence and references

- Camden Housing Needs Study Update 2008
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Statement (PPS) 1: Delivering Sustainable Development; ODPM; 2005



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

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



DP POLICY

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

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

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

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

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

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

Food drink and entertainment uses

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



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

Other town centre uses

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

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

Key evidence and references

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



Promoting sustainable and efficient transport

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

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

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



DP16. The transport implications of development

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

DP POLICY

DP16 – The transport implications of development

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

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

Movements to, from and within a site

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

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

Transport capacity

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

Transport assessments

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

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



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

Travel Plans

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

Other management plans

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

Safe pick-up, drop-off and waiting areas

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

Key evidence and references

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

DP17. Walking, cycling and public transport

- 17.1 The provision of sustainable travel options is essential in order to reduce the environmental impact of travel, to support future growth, to relieve pressure on Camden’s existing transport network, and to provide alternatives to the private car. Core Strategy policy CS11 sets out at a strategic level how the Council will promote sustainable transport modes. Policy DP17 sets out in more detail the Council’s requirements for new development in terms of provision for walking, cycling and public transport, in conjunction with CS11 and policies DP16 and DP18 – DP21.

DP POLICY

DP17 – Walking, cycling and public transport

The Council will promote walking, cycling and public transport use. Development should make suitable provision for pedestrians, cyclists and public transport and, where appropriate, will also be required to provide for interchanging between different modes of transport. Provision may include:

- a) convenient, safe and well-signalled routes including footways and cycleways designed to appropriate widths;
- b) other features associated with pedestrian and cycling access to the development, where needed, for example seating for pedestrians, signage, high quality cycle parking, workplace showers and lockers;
- c) safe road crossings where needed;
- d) bus stops, shelters, passenger seating and waiting areas, signage and timetable information.

The Council will resist development that would be dependent on travel by private motor vehicles.

The Council will seek to secure travel interchange facilities in locations that maximise travel benefits and minimise environmental harm. Passenger transport interchanges should provide for the co-ordination of arrival and departure timetabling on different services as far as possible. Interchanges catering for longer distance journeys should include toilets, baby changing facilities and facilities to provide refreshment for travellers.

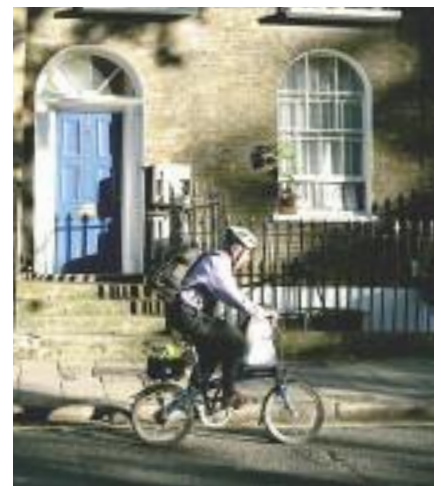
- 17.2 Accessibility in Camden is generally good, with the majority of the borough already served by frequent public transport services through London Underground, London Overground, rail and bus links. There are few areas in the borough where development would have relatively limited accessibility to public transport (for example at the fringes of Hampstead Heath). In such areas, private cars may be the only practical option for some journeys. However, it is possible throughout Camden to provide for some journeys to be made in more sustainable ways. Developments will be dependent on travel by private motor vehicles if they are designed without a safe means of access to footways, nearby bus-stops, and a road or other route appropriate for cyclists. These will therefore be minimum requirements for all development.
- 17.3 The design of a development and the way it relates to transport networks will be major factors influencing the transport choices of future occupiers and visitors. To encourage people to make sustainable transport choices, the options available will need to form a continuous network of convenient and pleasant routes that make people feel safe, link to all parts of the borough, are easy to use by people with mobility difficulties, and be integrated by facilities to make it easy to change between one form of transport and another.

Footpaths and cycle routes

- 17.4 The Council will expect new developments to provide appropriate, safe pedestrian and cycle links as part of schemes in order to promote sustainable travel and enhance accessibility, including for vulnerable users. The provision of pedestrian and cycle links also helps to promote more active, healthy lifestyles. In order to maintain pedestrian and cyclist safety, links should be designed to prevent conflict between motor vehicles, cyclists and pedestrians. Footpaths need to be wide enough for the number of people who will use them so they do not spill onto roads. They should also include features to assist vulnerable road users, including the provision of dropped kerbs and textured paving where appropriate.
- 17.5 Safe facilities for cyclists, either fully segregated or on the road, offer the best prospect for reducing the level of cycling on pavements. Measures for walking and cycling will often need to extend beyond the site if development will increase flows nearby, for example, footway widening, new pedestrian crossing facilities, and improved sightlines for cyclists. Our Camden Planning Guidance supplementary document and Streetscape Design Manual include guidance on designing spaces for pedestrians and cyclists. Where appropriate, developments will be expected to contribute towards the walking and cycling initiatives set out in Core Strategy policy CS11.
- 17.6 We will seek shared surfaces in appropriate circumstances, and where it will be safe for all users, for example at locations with high levels of pedestrian activity and where traffic speeds and volumes are low. Shared surfaces are unlikely to be appropriate on through-routes for cyclists.
- 17.7 Transport for London's *Walking Plan (2004)* and *Improving Walkability (2005)* good practice guidance documents set out strategic guidance and objectives to improve the pedestrian environment and encourage walking in the capital.

Other features for pedestrians and cyclists

- 17.8 The availability of routes alone is not sufficient to provide access to a development for pedestrians and cyclists, and many developments will need to make other provisions.
- 17.9 The nature and quality of features for pedestrians and cyclists is also highly important in order to create pleasant public spaces that are accessible to all, including people with mobility difficulties. Developments should provide features for pedestrians and cyclists that contribute towards the Council's objectives for promoting walking and cycling (see Core Strategy policy CS11 – *Promoting sustainable and efficient travel*), and to the creation of high quality public spaces, as required in Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage* (see also policy DP21 – *Development connecting to the highway network* below).
- 17.10 At origins and destinations, cyclists will need storage for bicycles, equipment and protective clothing, and will often need to shower. High quality cycle parking is required in accordance with policy DP18 – *Parking standards and limiting the availability of car parking* and guidance in our Camden Planning Guidance supplementary document.
- 17.11 Contributions towards wider cycle initiatives may also be sought from new developments. See Core Strategy Policy CS11 for further information on cycle hire and cycle stations, which are integral elements of the Council's approach to promoting cycling.





Buses

- 17.12 In most developments, measures to enable use of buses will focus on provision of information within the development, improving the route to a stop, and enhancing bus-stop facilities: possible measures include signing the route, seating and shelters. There may be occasions when there is no spare capacity on existing bus services, and to enable a development to benefit from public transport services, a financial contribution to increase capacity would be necessary (for example, additional bus lane provision, or priority for buses at traffic lights). It may sometimes be necessary to pool contributions, particularly where there are cumulative impacts from nearby developments and an increase in capacity is needed.

Provision for interchange between transport modes

- 17.13 Most journeys involve changing between one form of travel and another and developments will sometimes need to cater for this. The creation of convenient and pleasant interchanges will encourage people to use alternatives to the car. A number of existing interchange points in the borough are likely to be developed in conjunction with the borough's growth areas (see Camden Core Strategy policy CS2) and with programmed transport investment. Interchanges around which additional development is expected to come forward include Euston Station, Tottenham Court Road Station, West Hampstead and Camden Town Underground Station.
- 17.14 Where development is proposed at an interchange between public transport services, the Council will expect the inclusion of facilities to make interchange easy and convenient for all users, and maintain passenger comfort. In line with Camden Core Strategy policies CS14 – *Promoting high quality places and conserving our heritage* and CS17 – *Making Camden a safer place*, works affecting interchanges should seek to provide high quality spaces that are safe for all users, and encourage people to use public transport and walk and cycle to destinations.

Key evidence and references

- Draft Camden Green Transport Strategy 2008 – 2012
- Camden Walking Plan Second Edition 2006
- Camden Cycling Plan: fourth annual review (2008)
- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- Camden Interim Parking and Enforcement Plan 2005/11
- Camden Road Network Management Plan
- Camden Streetscape Design Manual 2005
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001

DP20. Movement of goods and materials

- 20.1 Transport of goods and materials is essential to the economy, but if not managed sustainably it can be harmful to the environment, and cause congestion. As a dense, urban inner London borough the movement of goods in Camden can have particularly strong impacts in terms of traffic movement, noise and air pollution and, in some circumstances, impact on the quality of life of residents. Core Strategy Policy CS11 – Sustainable and efficient travel states that the Council will seek to minimise the movement of goods and materials by road, encourage the use of more sustainable modes of freight movement, and to minimise the impact of the movement of goods and materials on local amenity, traffic and the environment.
- 20.2 Policy DP20 builds on this by setting out the Council’s requirements for new developments in relation to the movement of goods and materials both during construction and when in operation. It should be read in conjunction with policy DP16 – Development and transport implications and Core Strategy policy CS11.

DP POLICY

DP20 – Movement of goods and materials

Minimising the movement of goods and materials by road

In order to minimise the movement of goods and materials by road the Council will:

- a) expect development that would generate significant movement of goods or materials both during construction and in operation to minimise the movement of goods and materials by road, and consider the use of more sustainable alternatives such as rail and canal links;
- b) promote the development and use of freight consolidation facilities and other initiatives with potential to reduce the impact of goods vehicles, and encourage the use of cycle courier services for local deliveries; and
- c) seek to promote and protect facilities for the movement of goods by rail and water, including facilities for transfer between road, rail and canal.

Minimising the impact of the movement of goods and materials by road

The Council will expect development that would generate significant movement of goods or materials by road, both during construction and in operation, to:

- d) be located close to the Transport for London Road Network or other Major Roads;
- e) avoid any additional need for movement of vehicles over 7.5 tonnes in predominantly residential areas;
- f) accommodate goods vehicles on site; and
- g) seek opportunities to minimise disruption for local communities through effective management, including through the optimisation of collection and delivery timings and the use of low emission vehicles for deliveries.



Minimising the movement of goods and materials by road

Movement of goods by rail and water

- 20.3 The Council recognises the problems that are caused by long distance movement of goods by road, and the potential advantages of using rail and water as an alternative. The North London Line, the Gospel Oak to Barking Line and the West Coast Mainline are already used for significant volumes of rail freight. The Regent's Canal provides the potential for more sustainable, lower impact water borne movement of freight. It is the only navigable waterway in Camden, and is not currently used for any significant volume of freight movement.
- 20.4 Per tonne carried, rail freight produces nearly 90% fewer emissions than HGVs (London Rail Freight Strategy 2007). No equivalent figures are available for canal freight, but canal movement has minimal social and environmental costs compared with the noise/vibration, air pollution and visual intrusion that can be created by heavy goods vehicles.
- 20.5 Regent's Canal is thought to be an economically viable route for some freight movements, notably the removal of demolition waste from canal-side sites. The Council will expect new developments along or close to the Canal to consider its use for the movement of goods and materials, and to contribute to the improvement of the Canal towpath, where appropriate. Developers should also make the most of opportunities to use rail links to move goods and materials.
- 20.6 We will protect the existing aggregate handling facility at King's Cross, which is a modern facility re-engineered in association with works for the Channel Tunnel Rail Link. We will also protect other track-side and canal-side sites that are brought forward for transfer use or processing rail and canal freight if their benefits outweigh any harm.

Efficient freight movement

- 20.7 The Camden Core Strategy promotes the use of freight consolidation as a key measure in reducing the number of trips made by goods vehicles, and indicates that there may be potential for a freight consolidation facility serving Camden's Central London Area (Core Strategy paragraph 11.23). The Council will expect developments to take advantage of existing freight consolidation facilities for service deliveries, where they exist. The Council will support proposals for freight consolidation facilities, subject to the other policy measures set out in our Local Development Framework.
- 20.8 As part of its approach to minimising road freight, the Council will discourage frequent deliveries of biomass fuel associated the sustainability and renewable energy requirements set out in policy DP22 and Core Strategy policy CS13 and in relation to climate change and sustainable design and construction. Paragraph 32.6 below addresses the air quality impacts associated with the burning of biomass fuel.

Cycle freight

- 20.8 The Council will promote the use of cycle-freight as an extension to cycle courier services by encouraging developers to make provision for cycle freight as part of Delivery and Servicing Management Plans. This provides the potential to manage deliveries in a way that is zero carbon, has little or no noise or air pollution implications, and has a minimal impact on congestion.

Minimising the impact of the movement of goods and materials by road

- 20.9 Goods vehicles, particularly heavy goods vehicles, can have negative impacts on local amenity and traffic movement in certain areas. Examples are areas suffering from poor air quality, areas where many delivery points are located close together (such as town centres), residential areas and narrow roads. Goods vehicles manoeuvring, loading and unloading add to pollution, and may cause obstructions and congestion, inconvenience and danger to pedestrians and other road users, and damage to pavements. The Council actively encourages a number of measures with potential to mitigate these impacts.

Moving goods and materials on appropriate roads

- 20.10 Policy DP21 – *Development connecting to the highway network* seeks to guide all forms of transport to the appropriate parts of Camden’s road hierarchy. The roads considered to be most suitable for use by lorries and other heavy goods vehicles are those in the Transport for London Road Network and others designated as Major Roads. It will not usually be possible for development to directly access or be loaded from the Transport for London Road Network, but new development that will be served by heavy goods vehicles should be located to minimise the use of district and local roads for the movement of goods, particularly roads which provide primarily for access to residential properties.
- 20.11 The majority of service trips in central and inner London are made by freight vehicles of less than 7.5 tonnes gross vehicle weight, and this is the maximum size of vehicle that should be accommodated in residential areas on a daily basis. A number of weight limits have been introduced across largely residential parts of the borough, the largest of which covers an area between Camden Road and Kentish Town Road, and between Fortess Road and Highgate Road, extending up to Highgate. In this area, goods vehicles exceeding 7.5 tonnes are not permitted except for access.



Accommodating goods vehicles on site

- 20.12 The impact of goods vehicles can be reduced where a loading and unloading bay is included within a development, particularly where the bay can be enclosed. Developments that will need to be serviced by vehicles other than bicycles or cars should incorporate space within the site for goods vehicles wherever it is feasible to do so. The space required for service vehicles is set out in the Council's Parking Standards at Appendix 2.

Construction management plans

- 20.13 Where appropriate, the Council will ensure that applicants provide Construction Management Plans to demonstrate how a development will minimise impacts from the movement of goods and materials during the construction process. Construction Management Plans should deal with the hours of site activity; pick-up and delivery times for materials and equipment; limits on construction vehicle size; trip numbers and routes; the safety of road users during construction; and any temporary use of the highway for siting of construction plant. They should also deal with any temporary disruption or severance of highway links needed during the development process, as well as any other relevant measures needed to manage the construction phase.
- 20.14 Our Camden Planning Guidance supplementary document sets out further details regarding the Council's requirements for Construction Management Plans. See also policy DP26 for information regarding the Council's approach to managing the impact of the construction process on local amenity.

Effective management of servicing and deliveries

- 20.15 The Council will seek Delivery and Servicing Management Plans for developments that are likely to generate a significant need for the movement of goods and materials when occupied, in order to ensure that potential impacts are minimised.
- 20.16 The way that trips are managed will influence their impact on local communities, traffic movement and the environment. Delivery timings can also have a significant influence on the impact of goods movement, both on the highway network (including site specific and cumulative impacts), and on residential amenity from deliveries made out of working hours. The Council will therefore ensure that delivery timings are managed to optimal effect through the use of Delivery and Servicing Management Plans. We will also control the impact of goods vehicles through waiting and loading restrictions.
- 20.17 The Council will promote the use of quiet and low-pollution vehicles such as electric vehicles by encouraging developers to make provision for the use of such vehicles as part of Delivery and Servicing Management Plans. Low emission vehicles can significantly reduce noise and air pollution, and therefore offer the opportunities for necessary freight trips to be undertaken using vehicles that have a much lower impacts than standard freight vehicles.
- 20.18 Our Camden Planning Guidance supplementary document sets out further details regarding the Council's requirements for Delivery and Servicing Management Plans.

Key evidence and references

- Camden Local Implementation Plan (LIP) 2005/06 – 2010/11
- Camden Green Transport Strategy 2008 – 2012
- The London Plan (consolidated with Alterations since 2004); Mayor of London; 2008
- Planning Policy Guidance (PPG) 13: Transport; ODPM; 2001
- West London Canal Network Study – Phase 1 & 2: Developing Water Borne Freight on the West London Canal Network; Transport for London/ British Waterways London; September 2005

Improving and protecting our environment and quality of life

DP24. Securing high quality design

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

DP POLICY

DP24 – Securing high quality design

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

- | | |
|---|--|
| <ul style="list-style-type: none"> a) character, setting, context and the form and scale of neighbouring buildings; b) the character and proportions of the existing building, where alterations and extensions are proposed; c) the quality of materials to be used; d) the provision of visually interesting frontages at street level; | <ul style="list-style-type: none"> e) the appropriate location for building services equipment; f) existing natural features, such as topography and trees; g) the provision of appropriate hard and soft landscaping including boundary treatments; h) the provision of appropriate amenity space; and i) accessibility. |
|---|--|



Promoting good design

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



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

Respecting local character

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

Detailing and materials

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

Contributing to the street frontage

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

Incorporating building services equipment

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

Responding to natural features

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





Incorporating Landscaping

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

Providing amenity space

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

Accessibility

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

Key evidence and references

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

DP26. Managing the impact of development on occupiers and neighbours

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

DP POLICY

DP26 – Managing the impact of development on occupiers and neighbours

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

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

We will also require developments to provide:

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

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

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

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

Artificial lighting levels

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

Noise and vibration

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

Odours, fumes and dust

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





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

Microclimate

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

Attenuation measures and Construction Management Plans

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

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

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

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

Standards of accommodation

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

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

Key evidence and references

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

DP28. Noise and vibration

- 28.1 Noise and vibration can have a major effect on amenity and health and therefore quality of life. Camden's high density and mixed-use nature means that disturbance from noise and vibration is a particularly important issue in the borough. Camden's Core Strategy recognises the importance of this issue for Camden's residents and policy DP28 contributes to implementing a number of Core Strategy policies, including CS5 – *Managing the impact of growth and development*, CS9 – *Achieving a successful Central London*, CS11 – *Promoting sustainable and efficient travel* and CS16 – *Improving Camden's health and well-being*.

DP POLICY

DP28 – Noise and vibration

The Council will seek to ensure that noise and vibration is controlled and managed and will not grant planning permission for:

- a) development likely to generate noise pollution; or
- b) development sensitive to noise in locations with noise pollution, unless appropriate attenuation measures are provided.

Development that exceeds Camden's Noise and Vibration Thresholds will not be permitted.

The Council will only grant permission for plant or machinery if it can be operated without cause harm to amenity and does not exceed our noise thresholds.

The Council will seek to minimise the impact on local amenity from the demolition and construction phases of development. Where these phases are likely to cause harm, conditions and planning obligations may be used to minimise the impact.

- 28.2 The effect of noise and vibration can be minimised by separating uses sensitive to noise from development that generates noise and by taking measures to reduce any impact. Noise sensitive development includes housing, schools and hospitals as well as offices, workshops and open spaces, while noise is generated by rail, road and air traffic, industry, entertainment (e.g. nightclubs, restaurants and bars) and other uses.
- 28.3 The Council will only grant planning permission for development sensitive to noise in locations that experience noise pollution, and for development likely to generate noise pollution, if appropriate attenuation measures are taken, such as double-glazing. Planning permission will not be granted for development sensitive to noise in locations that have unacceptable levels of noise. Where uses sensitive to noise are proposed close to an existing source of noise or when development that generates noise is proposed, the Council will require an acoustic report to ensure compliance with PPG24: *Planning and noise*. A condition will be imposed to require that the plant and equipment which may be a source of noise pollution is kept working efficiently and within the required noise limits and time restrictions. Conditions may also be imposed to ensure that attenuation measures are kept in place and effective throughout the life of the development.
- 28.4 In assessing applications, we will have regard to the Noise and Vibration Thresholds, set out below. These represent an interpretation of the standards in PPG24 and include an evening period in addition to the day and night standards contained in the PPG, which provide a greater degree of control over noise and vibration during a period when noise is often an issue in the borough.

Table A: Noise levels on residential sites adjoining railways and roads at which planning permission will not be granted

Noise description and location of measurement	Period	Time	Sites adjoining railways	Sites adjoining roads
Noise at 1 metre external to a sensitive façade	Day	0700-1900	74 dB _{LAeq} 12h	72 dB _{LAeq} 12h
Noise at 1 metre external to a sensitive façade	Evening	1900-2300	74 dB _{LAeq} 4h	72 dB _{LAeq} 4h
Noise at 1 metre external to a sensitive façade	Night	2300-0700	66 dB _{LAeq} 8h	66 dB _{LAeq} 8h

Table B: Noise levels on residential streets adjoining railways and roads at and above which attenuation measures will be required

Noise description and location of measurement	Period	Time	Sites adjoining railways	Sites adjoining roads
Noise at 1 metre external to a sensitive façade	Day	0700-1900	65 dB _{LAeq} 12h	62 dB _{LAeq} 12h
Noise at 1 metre external to a sensitive façade	Evening	1900-2300	60 dB _{LAeq} 4h	57 dB _{LAeq} 4h
Noise at 1 metre external to a sensitive façade	Night	2300-0700	55 dB _{LAeq} 1h	52 dB _{LAeq} 1h
Individual noise events several times an hour	Night	2300-0700	>82 dB _{L_Amax} (S time weighting)	>82 dB _{L_AMAX} (S time weighting)

Table C: Vibration levels on residential sites adjoining railways and roads at which planning permission will not be granted

Vibration description and location of measurement	Period	Time	Vibration levels
Vibration inside critical areas such as a hospital operating theatre	Day, evening and night	0000-2400	0.1 VDV ms ^{-1.75}
Vibration inside dwellings	Day and evening	0700-2300	0.2 to 0.4 VDV ms ^{-1.75}
Vibration inside dwellings	Night	2300-0700	0.13 VDV ms ^{-1.75}
Vibration inside offices	Day, evening and night	0000-2400	0.4 VDV ms ^{-1.75}
Vibration inside workshops	Day, evening and night	0000-2400	0.8 VDV ms ^{-1.75}

Where dwellings may be affected by ground-borne regenerated noise internally from, for example, railways or underground trains within tunnels, noise levels within the rooms should not be greater than 35dB(A)_{max}

Table D: Noise levels from places of entertainment on adjoining residential sites at which planning permission will not be granted

Noise description and measurement location	Period	Time	Sites adjoining places of entertainment
Noise at 1 metre external to a sensitive façade	Day and evening	0700-2300	L_{Aeq} 5m shall not increase by more than 5dB*
Noise at 1 metre external to a sensitive façade	Night	2300-0700	L_{Aeq} 5m shall not increase by more than 3dB*
Noise inside any living room of any noise sensitive premises, with the windows open or closed	Night	2300-0700	L_{Aeq} 5m (in the 63Hz Octave band measured using the 'fast' time constant) should show no increase in dB*

* As compared to the same measure, from the same position, and over a comparable period, with no entertainment taking place

Table E: Noise levels from plant and machinery at which planning permission will not be granted

Noise description and location of measurement	Period	Time	Noise level
Noise at 1 metre external to a sensitive façade	Day, evening and night	0000-2400	5dB(A) <LA90
Noise that has a distinguishable discrete continuous note (whine, hiss, screech, hum) at 1 metre external to a sensitive façade.	Day, evening and night	0000-2400	10dB(A) <LA90
Noise that has distinct impulses (bangs, clicks, clatters, thumps) at 1 metre external to a sensitive façade.	Day, evening and night	0000-2400	10dB(A) <LA90
Noise at 1 metre external to sensitive façade where LA90>60dB	Day, evening and night	0000-2400	55dBL $_{Aeq}$

Key evidence and references

- Camden's Noise Strategy, 2002
- The London Plan (Consolidated with Alterations since 2004), 2008
- Planning Policy Guidance 24: Planning and noise

DP29. Improving access

- 29.1 Part of achieving the Community Strategy vision of making Camden a borough of opportunity is making sure everyone has access to important facilities, such as housing, jobs, educational opportunities and community facilities. Good access benefits everyone. However, many people are disadvantaged by poor access to facilities and buildings and vulnerable and disadvantaged groups, such as the elderly and disabled people, can be particularly affected. Poor access can also be caused by difficulties in using the facilities themselves.
- 29.2 Policy DP29 contributes to the implementation of Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage* which seeks the highest standards of access in all buildings and places. It also helps to deliver elements of policies CS1 – *Distribution of growth*, CS5 – *Managing the impact of growth and development* and CS11 – *Promoting sustainable and efficient travel*.

DP POLICY

DP29 – Improving access

The Council will seek to promote fair access and remove the barriers that prevent people from accessing facilities and opportunities. We will:

- a) expect all buildings and places meet the highest practicable standards of access and inclusion;
- b) require buildings and spaces that the public may use to be designed to be as accessible as possible;
- c) expect facilities to be located in the most accessible parts of the borough;
- d) expect spaces between buildings to be fully accessible;
- e) encourage accessible public transport;
- f) secure car parking for disabled people; and
- g) secure accessible homes.

- 29.3 Many people experience difficulties in using buildings and spaces as their access needs are ignored or considered too late in the development process to ensure the removal of barriers that can exclude or segregate. We will seek to make sure that any expansion of activities that are likely to lead to a significant increase in travel demand are located in the parts of the borough that can be most easily reached by walking, cycling and public transport.
- 29.4 The Council will require new buildings and spaces that the public may use to be fully accessible to promote equality of opportunity. As accessibility is influenced by perceptions as well as physical factors, buildings should also be designed to appear, as well as be, accessible. We will require a Design and Access Statement for new developments of public buildings and spaces to show how the principles of inclusive design, including the specific needs of disabled people, have been integrated into the proposed development, and how inclusion will be maintained and managed.
- 29.5 The Council will balance the needs of people with mobility difficulties with the interests of conservation and preservation. We will seek sensitive design solutions to achieve access for all to, and within, listed buildings that require public access. Policy DP25 – *Conserving Camden’s heritage* sets out our detailed approach to development affecting listed buildings.



- 29.6 Making sure that people can move through streets and places, easily and safely is as important as making the buildings themselves accessible. The Council will seek improvements for pedestrians and people with disabilities to ensure good quality access and circulation arrangements, including improvements to existing routes and footways. The Camden Streetscape Design Manual and our Camden Planning Guidance supplementary document provide further more detailed guidance on this issue.
- 29.7 The Council aims to increase the attractiveness of public transport by creating networks which make people feel safe, link to all parts of the borough and enable use by people with mobility difficulties. The provision of public transport allows independence in travel choices and is vital to those without access to, or without the means to use, a car. We are committed to a number of public transport improvement schemes to increase public transport capacity and to improve accessibility throughout the borough. The Core Strategy gives further detail on the key transport infrastructure proposals that are being promoted in Camden, in particular in policies CS2 – *Growth areas* and CS11 – *Promoting sustainable and efficient travel* and Core Strategy Appendix 1 – *Key Infrastructure Programmes and Projects*.
- 29.8 While the Council encourages public transport and car-free schemes, in line with sustainable development objectives, we recognise that some disabled people rely on private motorised transport. We will therefore require relevant planning applications to demonstrate how the needs of disabled drivers have been addressed. We will also welcome disabled parking and drop-off facilities which are integrated with public transport facilities.
- 29.9 The Council believes that new housing should allow less mobile residents to live as independently as possible. Accessible homes give them greater choice about where to live and mean people are less likely to need to move when they become less mobile. The Council will therefore seek to secure ‘lifetime homes’, which are designed to meet the differing requirements created by changing life circumstances, and housing accessible to wheelchair users. Detail on the Council’s approach to lifetime homes and wheelchair housing is set out in policy DP6 – *Lifetime homes and wheelchair homes*.

Key evidence and references

- The London Plan (consolidated with changes since 2004); Mayor of London; 2008
- Camden Streetscape Design Manual
- Easy Access to Historic Buildings, English Heritage, 2004

DP30. Shopfronts

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

DP POLICY

DP30 – Shopfronts

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

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

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

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

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

Protecting existing shopfronts

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

Design of new shopfronts

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





Shop windows

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

Key evidence and references

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