

Appendix 1: Planning Policy Context

The National Planning Policy Framework (March, 2012)

- 1.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies and how these policies should be applied. It identified a presumption in favour of sustainable development.
- 1.2. Paragraph 7 explains that there are three dimensions of sustainable development – economic, social and environmental, and that these dimensions give rise to the need for the planning system to perform a number of roles. The economic role involves, amongst other things, contributing to building a strong, responsive and competitive economy. The social role includes creating a high quality built environment, with accessible local services that reflect the community's needs. Finally, the environmental role includes contributing to protecting and enhancing our natural, built and historic environment, and mitigation and adapting to climate change including moving to a low carbon economy. Paragraph 8 states that these roles should not be undertaken in isolation because they are mutually dependent, i.e. economic growth can secure high social and environmental standards, and well-designed buildings and places can improve the lives of people and communities.
- 1.3. Bullet point 3 of the NPPF's Core Planning Policies (Paragraph 17) states that in decision making, Local Planning Authorities should 'proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.' The NPPF warns that investment in business should not be over burdened by the combined requirements of planning policy expectations (Paragraph 21).
- 1.4. Paragraph 186 of the NPPF is concerned with decision-taking and states that Local Planning Authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The Framework also notes that LPAs should look for solutions rather than problems, and decision-takers, at every level should seek to approve applications for sustainable development where possible (Paragraph 187) working proactively with applicants to secure developments that improve economic, social and environmental outcomes for the community.

The London Plan (March 2016)

- 1.5. Policy 7.4 'Local Character' states that:
 - a. *'Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.'*
 - b. *Buildings, streets and open spaces should provide a high quality design response that:*

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- a. *Has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass*
- b. *Contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area*
- c. *Is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings*
- d. *Allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area*
- e. *Is informed by the surrounding historic environment.'*

Local Planning Policy

Local Plan (June 2017)

- 1.6. Policy A1 'Managing the Impact of Development' states that the council will grant permission for development unless this causes unacceptable harm to amenity.
- 1.7. Policy A4 'Noise and Vibration' states that the council will only grant permission for noise generating development if it can be operated without causing harm to amenity.
- 1.8. Policy D1 'Design' states that:

'The Council will seek to secure high quality design in development. The Council will require that development:

- a. *Respects local context and character;*
- b. *Preserves or enhances the historic environment and heritage assets in accordance with "Policy D2 Heritage";*
- c. *Is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;*
- d. *Is of sustainable and durable construction and adaptable to different activities and land uses;*
- e. *Comprises details and materials that are of high quality and complement the local character;*
- f. *Integrates well with the surrounding streets and open spaces improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
- g. *Is inclusive and accessible for all;*
- h. *Promotes health;*
- i. *Is secure and designed to minimise crime and antisocial behaviour;*

- j. *Responds to natural features and preserves gardens and other open space;*
- k. *Incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping;*
- l. *Incorporates outdoor amenity space;*
- m. *Preserves strategic and local views;*
- n. *For housing, provides a high standard of accommodation; and*
- o. *Carefully integrates building services equipment.*

The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.'

1.9. Policy D3 'Shopfronts' states that:

'The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

When determining proposals for shopfront development the Council will consider:

- a. *The design of the shopfront or feature, including its details and materials;*
- 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;*
- e. *Community safety and the contribution made by shopfronts to natural surveillance; and*
- f. *The degree of accessibility.*

The Council will resist the removal of shop windows without a suitable replacement and will ensure that 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 shop fronts survive, its design should complement their quality and character.'

1.10. Policy D4 'Advertisements' states that:

'The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

We will support advertisements that:

- a. Preserve the character and amenity of the area; and*
- b. Preserve or enhance heritage assets and conservation areas.*

We will resist advertisements that:

- c. Contribute to an unsightly proliferation of signage in the area;*
- d. Contribute to street clutter in the public realm;*
- e. Cause light pollution to nearby residential properties or wildlife habitats;*
- f. Have flashing illuminated elements; or*
- g. Impact upon public safety.*

The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

Shroud advertisements, banners, hoardings/billboards/large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on design.'