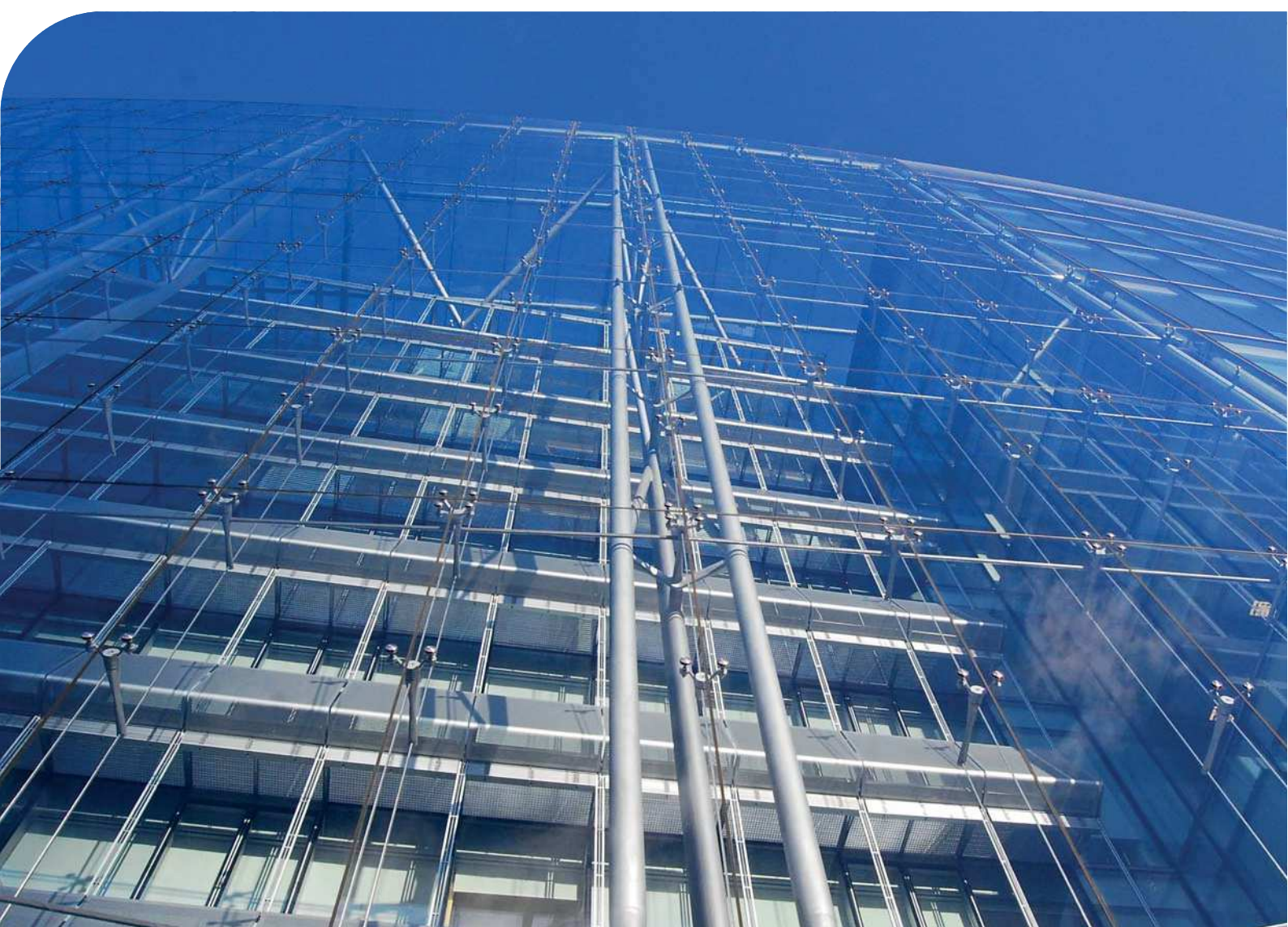


Camden Planning Guidance

Design

London Borough of Camden

CPG **1**



July 2015

1 Introduction

What is Camden Planning Guidance?

- 1.1 We have prepared this Camden Planning Guidance to support the policies in our Local Development Framework (LDF). This guidance is therefore consistent with the Core Strategy and the Development Policies, and forms a Supplementary Planning Document (SPD) which is an additional “material consideration” in planning decisions. The Council adopted CPG1 Design on 6 April 2011 following statutory consultation. This document was updated in 2013 to include Section 12 on artworks, statues and memorials, and updated in 2015 to revise the guidance for recycling and waste storage. Details on these updates and the consultation process are available at camden.gov.uk/cpg.
- 1.2 The Camden Planning Guidance covers a range of topics (such as housing, sustainability, amenity and planning obligations) and so all of the sections should be read in conjunction, and within the context of Camden’s LDF.

Design in Camden

- 1.3 Camden has many attractive and historic neighbourhoods as well as both traditional and modern buildings of the highest quality. These are a significant reason that the borough is such a popular place to live, work and visit. As well as conserving our rich heritage we should also contribute towards it by ensuring that we create equally high quality buildings and spaces which will be appreciated by future generations.
- 1.4 This objective of achieving high quality design does not just concern new development or large-scale schemes, but also includes the replacement, extension or conversion of existing buildings. The detailed guidance contained within this section therefore considers a range of design-related issues for both residential and commercial property and the spaces around them.



What does this guidance cover?

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

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

1.6 This guidance supports the following Local Development Framework policies:

Core Strategy

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

Development Policies

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

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

8 Advertisements, signs and hoardings

KEY MESSAGES

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

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

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

DEEMED CONSENT

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

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

What advertisements and signs are acceptable?

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

All advertisements

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

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

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

Fascia

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

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

Advertising on street furniture

Street furniture

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

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

Illumination

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

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

Trough lighting

An enclosed sign lighting unit using high powered fluorescent tubes.

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

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

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

Hoardings

Hoarding

A billboard or large outdoor signboard.

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

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

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

Shroud / banner advertisements

Shroud advertisement

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

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

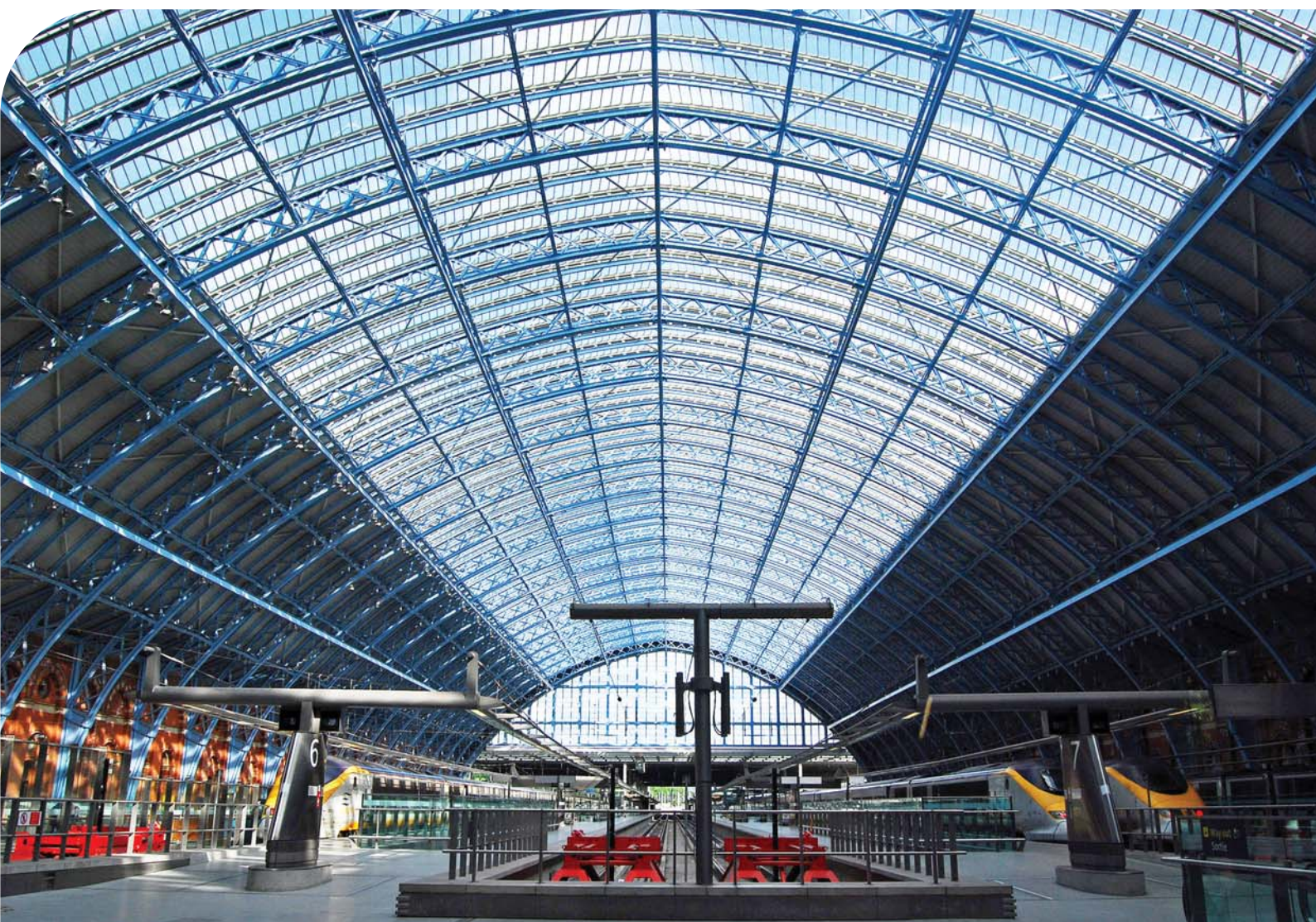
- 8.23 Banner advertisements on buildings will only be permitted where:
- They relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.
 - In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.
- 8.24 NB: The erection of a banner or shroud advertisement may require a specific licence from our Highways Management Team. If advertisement consent is granted for a banner or shroud, this does not indicate that a licence will also be granted. The Highways Management Team should be contacted for more information. For information on licences please contact the Camden Highways Management Team.

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Transport

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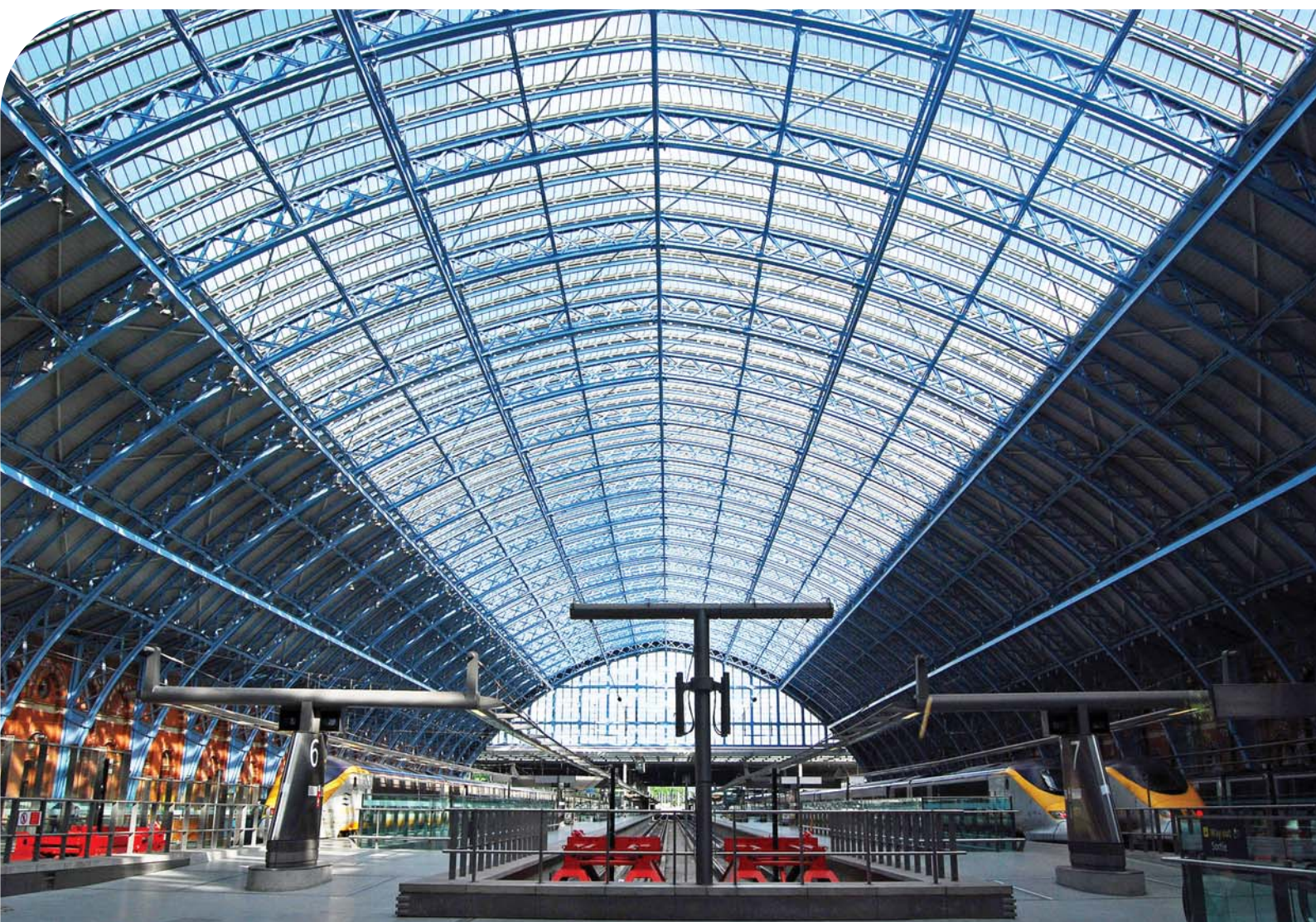
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8 Streets and public spaces

KEY MESSAGES

- New development should contribute to the creation of attractive, clean and well-maintained public places
- All new pedestrian areas and footpaths are required to be constructed to a standard that is considered appropriate for adoption by the relevant Highway Authority.

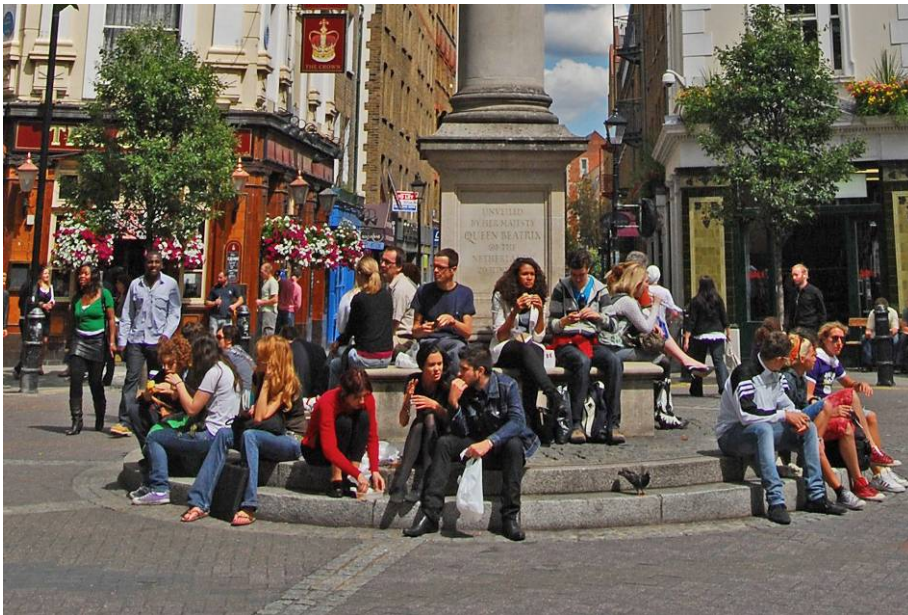
- 8.1 This section provides guidance on the design and layout of streets and public spaces. It aims to ensure that a good quality pedestrian environment and good pedestrian access are provided. This includes ensuring that development is accessible to all members of the community, including all disability groups.
- 8.2 The guidance relates to Camden Core Strategy Policy CS11 - *Promoting sustainable and efficient travel* and policies DP16 - *The transport implications of development* and DP17 - *Walking, cycling and public transport* and DP21 - *Development connecting to the highway network* in Camden Development Policies.

Public realm

All areas to which the public has open access.

Legible London scheme

A new signage scheme which aims simplify pedestrian movement around London.



- 8.3 This section includes guidance for the design and layout of streets and public spaces including:
- quality of the public realm;
 - ease of pedestrian movement;
 - street furniture;
 - footpaths that are not alongside roads,
 - our approach to shared surfaces; and
 - information on the Legible London scheme.

When does this apply?

- 8.4 This guidance applies to planning applications that involve a change in the way that pedestrians access a site or move in and around the site, and also applications that change vehicle movements in a way that will affect pedestrians.
- 8.5 It should guide arrangements for pedestrians that arrive by car, public transport or bicycle, as well as those arriving on foot.

The design and layout of streets and public spaces

CAMDEN STREETSCAPE DESIGN MANUAL (2005)

Provides useful guidance for those who are planning the design and layout of streets and public spaces. The manual sets out the Council's detailed expectations for street works in the borough, addressing issues such as responding to local character, footway design and materials, and street furniture.

General principles

- 8.6 We will seek improvements to streets and spaces to ensure good quality access and circulation arrangements for all. This includes improvement to existing routes and footways that will serve the development. Key considerations informing the design streets and public spaces include the following:
- Camden Streetscape Design Manual;
 - ensuring the safety of vulnerable road users, including children, elderly people and people with mobility difficulties, sight impairments, and other disabilities;
 - maximising pedestrian accessibility and minimising journey times;
 - providing stretches of continuous public footways without public highway crossings;
 - linking to, maintaining, extending and improving the network of pedestrian pathways;
 - maximising pedestrian safety by providing adequate lighting and overlooking from adjacent buildings;
 - taking account of surrounding context and character of area

- providing a high quality environment in terms of appearance, design and construction, paying attention to Conservation Areas, and using traditional materials (such as natural stone or granite setts) where appropriate,
- use of paving surfaces which enhance ease of movement for vulnerable road users; and
- avoiding street clutter and minimising the risk of pedestrian routes being obstructed or narrowed, e.g. by pavement parking or by street furniture.

Ensuring high quality public spaces

- 8.7 The Core Strategy seeks to ensure that new development contributes to the creation of attractive, clean and well-maintained public places (see Policy CS14). It is essential that new streets and public spaces integrate with surrounding spaces and links, and are designed and built to a high standard, including through the use of good quality materials. The government's Manual for Streets provides useful guidance on achieving successful public spaces, and Camden's Streetscape Design Manual sets out guidance on how to ensure works contribute to local character and distinctiveness.
- 8.8 Where developments generate the need for works to road, highways and adopted public spaces, these should be funded by the developer (see CPG8 Planning obligations for transport provision) but carried out by the council in order to ensure consistent high standards of implementation and materials in streets and public spaces. In line with policy DP21 of the Camden Development Policies, all new pedestrian areas and footpaths are required to be constructed to a standard that is considered appropriate for adoption by the relevant Highway Authority.

Street clutter

Excessive use of road signs, bollards and lampposts leading to an untidy street environment.

Ease of pedestrian movement

- 8.9 Footways should be wide enough for two people using wheelchairs, or prams, to pass each other. We seek to maximise the width of footways wherever possible. The Camden Streetscape Design Manual sets out minimum widths for different kinds of footways.

Wayfinding

The process of navigating or defining a path through an environment.

- 8.10 Policy DP21 of the Camden Development Policies document states that we will expect works affecting highways to avoid unnecessary street clutter. Design of footways should not include projections into the footway, unnecessary and cluttered street furniture or other obstructions. Any minimum standards for footway widths should not be used to justify the provision of unnecessary street clutter or reduction in footway width.

The Council will generally resist proposals that involve the opening of doors into footways as they raise safety concerns, and can obstruct pedestrians.

- 8.11 Footways should be designed with frequent and convenient road crossing points for pedestrians. The detailed design of edges, crossings and gradients should take into account the need for the maintenance of minimum pavement widths, ease of movement and wayfinding, and appropriate measures for those with visual impairments and mobility difficulties. The Camden Streetscape Design Manual and DETR 'Guidance on the use of Tactile Paving Surfaces 1998' provide useful guidance which should be used to inform the design of edges, crossings and gradients.

Tables and chairs

- 8.12 The Council will sometimes licence the placing of tables and chairs on the footway in association with adjacent cafes and similar uses. The area where tables and chairs may be placed must be designated and must not interrupt the area of footway for pedestrian movement. The licence will specify permitted hours, after which the removal of tables and chairs will generally be required. Further guidance on tables and chairs is provided in CPG5 Town centres, retail and employment.

Lighting, signage and street furniture

- 8.13 Footways should be well lit and well signed, but with care to avoid light pollution and obstructions. Wherever possible, lighting and signs should be placed on buildings or existing street furniture to minimise footway clutter. Please also see paragraphs 7.17 to 7.22 on Legible London below.
- 8.14 The installation of seating, bus shelters, litter bins and cycle parking is encouraged in association with new footways provided that it will improve the pedestrian environment, and the use of sustainable modes of transport. However, they should be positioned so they do not interrupt the minimum area of footway designated for pedestrians. If possible, cycle stands (and cycles parked at them) should be wholly clear of the footway.

Footpaths that are not alongside roads

- 8.15 Footpaths independent of roads can be beneficial in terms of directly following the most direct routes for pedestrians and creating pleasant environments. However, great care is needed to provide security for pedestrians and discourage anti-social behaviour. Designs should consider:
- lighting;
 - natural overlooking from adjacent buildings;
 - maintaining visibility over the full stretch of the route between roads;
 - the appropriateness of planting; and

- avoiding features that could conceal assailants.

Pedestrian and vehicle shared surfaces

- 8.16 Policy DP17 of the Camden Development Policies states that we will seek shared surfaces in appropriate circumstances and where it will be safe for all users. Safety and accessibility for all will be examined thoroughly in any shared surface proposal.

Shared surface

A highway where distinction between pedestrian and vehicle areas has been removed or reduced and sends a strong signal that the whole of the highway space is open equally to all users.

- 8.17 Where shared surfaces are used, a combination of other traffic management measures should also be used to reduce vehicle speeds to 5-10 mph. Measures to reduce vehicle speeds should not limit visibility for pedestrians and vehicles, and must not prejudice safety. Further measures to promote safety include
- the removal of parked vehicles from the shared surface to avoid potential conflicts with children at play; and
 - provision of clear routes and surface textures to assist orientation of people with visual impairments.

Legible London wayfinding signage

- 8.18 Legible London was set up by Transport for London (TfL) in partnership with London boroughs to create a standard pedestrian wayfinding and signage system for central and inner London. It is a map-based system which gives users a good understanding of the surrounding area and encourages them to choose their own route to a specific destination.
- 8.19 Legible London signage is supported in Camden's Core Strategy Policy CS11 as a key element of Camden's approach to promoting walking in the borough. It has also been adopted by other London boroughs and thus provides consistent pedestrian signage across central and inner London.
- 8.20 The Legible London standard has been adopted by Camden and all new signs on the public highway should be of a Legible London type. The Council will also seek Legible London signage on private land, where appropriate.
- 8.21 TfL's Legible London programme currently covers the Central London area and we will extend the Legible London scheme throughout the borough, prioritising key destinations and busier areas, such as our town centres (see Core Strategy Policy CS11 paragraph 11.11). We will seek on-site provision of Legible London signage in these areas as appropriate, and on developments that contain:
- key routes to or through the site;

- decision points, arrival points and places where pedestrians are likely to gather;
 - complex spaces and areas outside civic spaces and public buildings.
- 8.22 Where relevant, sign types and quantities should tie into any relevant area strategies produced by the Council, in partnership with TfL.
- 8.23 As well as on-site provision, developments will also be expected to provide contributions to the Legible London in other locations, where appropriate, in order to mitigate the increased level of activity their development generates (see transport section of CPG8 Planning obligations).

Highway authority approval

- 8.24 Works to streets and public spaces also require separate approval from the relevant highway authority (usually Camden council). You are advised to contact our Highways department as soon as possible to discuss the approach to and proposed works to streets and public spaces.

Further information

- 8.25 In addition to Camden's Core Strategy, Development Policies, the Camden Streetscape Design Manual and other sections in this guidance, reference should be made to the following guidance:
- Manual for Streets, DfT, 2007
 - Residential roads and footpaths: layout considerations – DfT Design bulletin 32 (2nd edition), HMSO 1992
 - Guidance on the use of tactile paving surfaces, DETR 1998 - this can be viewed on the 'transport infrastructure, pedestrians, wheelchair and scooter users' pages in the 'access for disabled people' section of: www.dft.gov.uk