

Managing the impact of development

- 6.1 Standards of amenity (the features of a place that contribute to its attractiveness and comfort) are major factors in the health and quality of life of the borough's residents, workers and visitors and fundamental to Camden's attractiveness and success. Camden's Inner London location, the close proximity of various uses and the presence of major roads and railways means that amenity is a particularly important issue within the borough.
- 6.2 Policy A1 therefore seeks to ensure that standards of amenity are protected. Other policies within the Plan also contribute towards protecting amenity by setting out our approach to specific issues, such as the impact of food, drink and entertainment uses in "Policy TC4 Town centres uses", "Policy A4 Noise and vibration", and "Policy CC4 Air quality".

Policy A1 Managing the impact of development

The Council will seek to protect the quality of life of occupiers and neighbours. We will grant permission for development unless this causes unacceptable harm to amenity.

We will:

- a. seek to ensure that the amenity of communities, occupiers and neighbours is protected;
- b. seek 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;
- c. resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network; and
- d. require mitigation measures where necessary.

The factors we will consider include:

- e. visual privacy, outlook;
- f. sunlight, daylight and overshadowing;
- g. artificial lighting levels;
- h. transport impacts, including the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans;
- i. impacts of the construction phase, including the use of Construction Management Plans;
- j. noise and vibration levels;
- k. odour, fumes and dust;
- l. microclimate;
- m. contaminated land; and
- n. impact upon water and wastewater infrastructure.

Protecting amenity

- 6.3 Protecting amenity is a key part of successfully managing Camden's growth and ensuring its benefits are properly harnessed. The Council 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.

Visual privacy and outlook

- 6.4 A development's impact upon visual privacy, outlook and disturbance from artificial light can be influenced by its design and layout. These issues can affect the amenity of existing and future occupiers. The Council will expect that these elements are considered at the design stage of a scheme to prevent potential harmful effects of the development on occupiers and neighbours. Further detail can be found within our supplementary planning document Camden Planning Guidance on amenity.

Sunlight, daylight and overshadowing

- 6.5 Loss of daylight and sunlight can be caused if spaces are overshadowed by development. To assess whether acceptable levels of daylight and sunlight are available to habitable, outdoor amenity and open spaces, the Council will take into account the most recent guidance published by the Building Research Establishment (currently the Building Research Establishment's Site Layout Planning for Daylight and Sunlight – A Guide to Good Practice 2011). Further detail can be found within our supplementary planning document Camden Planning Guidance on amenity.

Artificial lighting levels

- 6.6 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. Artificial lighting should only illuminate the intended area and not affect or impact on the amenity of neighbours.
- 6.7 Developments in sensitive areas, such as those adjacent to sites of nature conservation, 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 information please see our supplementary planning document Camden Planning Guidance on amenity.

Transport impacts

- 6.8 The Council will consider information received within Transport Assessments, Travel Plans and Delivery and Servicing Management Plans to assess the transport impacts of development. Guidance regarding these documents is available within our supplementary planning document Camden Planning Guidance on transport. In instances where existing or committed capacity cannot meet the additional need generated by the development, we 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.

- 6.9 Proposals should make appropriate connections to highways and street spaces, in accordance with Camden’s road hierarchy, Transport for London’s Street Type Framework and to public transport networks. Any development or works affecting the highway will also be expected to avoid disruption to the highway network, particularly emergency vehicle routes and avoid creating a shortfall to existing on-street parking conditions or amendments to Controlled Parking Zones. To avoid congestion and protect residential amenity, developments will be expected to provide on-site servicing facilities wherever possible. Major developments dependent upon large goods vehicle deliveries will also be resisted in predominantly residential areas. Further details regarding the movement of goods and materials is available within “Policy T4 Sustainable movement of goods and materials”.
- 6.10 Highway safety, with a focus on vulnerable road users should also be considered, including provision of adequate sightlines for vehicles leaving the site. Development should also address the needs of vulnerable or disabled road users.
- 6.11 Highway works connected to development proposals will be undertaken by the Council at the developer’s expense. This ensures that highway works, maintenance and materials adopted by the Council are constructed to an appropriate standard. This includes highway works that form part of a planning approval appropriate for adoption, including design and implementation of new routes to be adopted, owned and managed by the relevant Highway Authority. Development requiring works to the highway following development will be secured through planning obligation with the Council to repair any construction damage to transport infrastructure or landscaping and reinstate all affected transport network links and road and footway surfaces. Separate arrangements will apply for any works on roads managed by Transport for London.

Construction Management Plans

- 6.12 Disturbance from development can 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.
- 6.13 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 with poor or limited access on site;
 - developments that are accessed via narrow residential streets;
 - developments in areas with a high number of existing active construction sites; and;
 - developments that could cause significant disturbance due to their location or the anticipated length of the demolition, excavation or construction period.
- 6.14 We will require Construction Management Plans to identify the potential impacts of the construction phase and state how any potential negative impacts will be mitigated.
- 6.15 Whether a Construction Management Plan is required for a particular scheme will be assessed on a case by case basis. Construction Management Plans will

usually be sought for major developments, however there are many instances where smaller schemes can have very significant impacts, particularly within predominantly residential areas.

- 6.16 A Construction Management Plan will usually be secured via planning obligations between the developer and the Council after an application is approved. We will expect developers to sign up to the Considerate Constructors Scheme and follow guidance within Camden's Considerate Contractors Manual. Financial contributions and monitoring fees may also be sought if necessary.
- 6.17 The level of detail contained within a Construction Management Plan should be proportionate to the scale and/or complexity of the development. To assist developers in providing the right information, the Council has created a Construction Management Plan Pro-forma which is tailored towards the specific needs of the borough. The criterion in the Pro-forma are drawn from relevant aspects of Transport for London's (TfL) Construction Logistics Plans and follows TfL's construction safety best practice guidelines. Construction Logistics and Cyclist Safety scheme (CLOCS) standards and Camden's Minimum Requirements for Building Construction also form the basis for the Pro-forma criterion. The Pro-forma is available on the Council's website.
- 6.18 The Council seeks to minimise the movement of goods and materials by road through the use of consolidation facilities and rail and water freight where possible. Please see "Policy T4 Sustainable movement of goods and materials" on the movement of goods and materials for further detail. For further details regarding Construction Management Plans please refer to our supplementary planning documents Camden Planning Guidance on amenity and Camden Planning Guidance on planning obligations.

Noise and vibration

- 6.19 Noise and vibration can have a major effect on amenity. The World Health Organisation (WHO) for example states that excessive noise can seriously harm human health, disturb sleep and have cardiovascular and behavioural effects. Camden's high density and mixed-use nature means that disturbance from noise and vibration is a particularly important issue in the borough.
- 6.20 Where uses sensitive to noise are proposed close to an existing source of noise or when development that is likely to generate noise is proposed, the Council will require an acoustic report to accompany the application. Further detail can be found in "Policy A4 Noise and vibration" and our supplementary planning document Camden Planning Guidance on amenity.

Odours, fumes and dust

- 6.21 Odours, fumes and dust can be generated from commercial cooking, industrial process and construction and demolition which have the potential to cause a range of health problems, including respiratory diseases.
- 6.22 We will require all development likely to generate nuisance odours to install appropriate extraction equipment and other mitigation measures. These should be incorporated within the building where possible. External extraction equipment and ducting should be sited sensitively, particularly on listed buildings and within conservation areas. Further details can be found in our

supplementary planning documents Camden Planning Guidance on design and Camden Planning Guidance on amenity.

- 6.23 The Council will limit the disturbance from dust due to construction and demolition by expecting developers and their contractors to follow the Greater London Authority and London Councils' Best Practice Guidance: The control of dust and emissions from construction and demolition. Details of how these measures will be implemented should be provided in a Construction Management Plan. Further information regarding the management of dust can be found within "Policy CC4 Air quality".

Microclimate

- 6.24 Large developments can alter the local climate. Buildings can affect the flow of air and cause wind tunnels which can potentially affect the enjoyment of public spaces. A building's colour can affect how much heat it absorbs and therefore impact upon local air temperatures. Developments should therefore 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. Further detail can be found in our supplementary planning documents Camden Planning Guidance on sustainability and Camden Planning Guidance on amenity.

Contaminated Land

- 6.25 Development on contaminated land can expose people to a wide range of potential health risks. Examples of sites that may have contaminated land include those that have been used for vehicle repair, industrial processes and petrol stations. The Council will expect proposals for the redevelopment of sites that are known to be contaminated, have the potential to be contaminated, or are located in close proximity to such sites to submit relevant assessments and take appropriate remedial action to the Council's satisfaction if required. Remedial action is particularly important in developments where people will have access to the ground for gardening, play or planting food for consumption. Please refer to our Contaminated Land team and our supplementary planning document Camden Planning Guidance on amenity for further information.

Water and wastewater infrastructure

- 6.26 The Council will work with water providers to ensure that there is adequate water and wastewater infrastructure serving developments likely to put pressure on existing water infrastructure. Developers may be required to demonstrate that there is adequate infrastructure capacity both on and off the site to serve the development and that it would not lead to reductions in water pressure, sewer flooding or overloading of existing water and wastewater infrastructure. Where there is a infrastructure capacity constraint and no improvements are programmed by the water provider, we will use planning conditions and/or obligations requiring developers to provide secure mitigation and compensatory measures which must be completed prior to occupation of the development. Further information regarding flood risk, drainage and water supply can be found within "Policy CC3 Water and flooding" and further detail regarding obligations can be found within our supplementary planning document Camden Planning

Guidance on planning obligations.

Advertisements

7.81 This policy applies to all advertisements requiring advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Certain types of advertisements do not require advertisement consent and are regarded as having 'deemed consent' as they meet the specifications set out in the regulations. Information on what types of advertisements require consent is set out in Outdoor advertisements and signs: a guide for advertisers (Communities and Local Government, June 2007). Advertisements are only controlled in respect to their effect on amenity and public safety. Further guidance on Camden's approach to advertisements is available in the supplementary planning document Camden Planning Guidance on design.

Policy D4 Advertisements

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 .

Character and amenity

7.82 Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.

Heritage and conservation areas

- 7.83 Advertisements in conservation areas and on or near listed buildings require particularly 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.

Street furniture and the public realm

- 7.84 Street furniture includes objects placed on the street including traffic signs and signals, benches, street names, CCTV cameras, lighting, cycle parking, guardrails, bollards and bus shelters. The Council aims to reduce visual street clutter, reducing the number of objects on the street, rationalising their location and limiting the palette of materials. 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 and light pollution

- 7.85 Advertisements should not become unduly dominant in the street scene, cause light pollution that disturbs residents at night, cause light pollution to wildlife habitats, or cause safety hazards to drivers. To achieve these aims, consideration should be given to the intensity of illumination, surface area to be illuminated and the positioning and colours of advertisements. 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, both internal and external, should not be flashing or intermittent.

Impact on safety

- 7.86 Advertisements will not be considered acceptable where they impact upon public safety, including when they:
- obstruct or impair sight lines to road users at junctions and corners;
 - reduce the effectiveness of a traffic sign or signal;
 - result in glare and dazzle or distract road users;
 - distract road users because of their unusual nature;
 - disrupt the free flow of pedestrian movement; or
 - endanger pedestrians forcing them to step on to the road.

Placement of advertisements on shopfronts

- 7.87 Generally shopfront advertisements will only be acceptable at the ground floor level, at fascia level or below. Fascia in this context refers to the signboard on the upper part of a shopfront showing the name of the shop. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties.

Discontinuance

- 7.88 The Council takes a proactive approach to preserving or enhancing the townscape and public realm. Where existing advertisements with deemed consent are considered to harm the character and amenity of a building or local area the Council will, where appropriate seek removal of these advertisements, which may include serving of discontinuance notices.

Estate agent boards

- 7.89 A certain number and size of estate agent boards can be erected on properties without the benefit of advertisement consent. Areas may be exempted from this deemed consent under Regulation 7 of the 1992 Regulations. In these areas no boards will be granted advertisement consent by the Council because of their effect on visual amenity, except in exceptional circumstances. Please refer to the Camden website for the list of exempted areas.

