

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.

Noise and vibration

- 6.84 This policy seeks to ensure that noise and vibration is appropriately considered at the design stage and that noise sensitive uses are not negatively impacted by noise and vibration or that existing uses (such as music venues, theatres and some employment uses) are not unduly restricted through the introduction of nearby noise sensitive uses.
- 6.85 Noise and vibration can have a major effect on health and amenity and quality of life. Camden's high density and mixed use nature means that disturbance from noise and vibration is a particularly important issue for health and wellbeing in the borough. The Council may seek to explore the identification and designation of Quiet Areas, which are local green spaces identified for their particular tranquility and amenity value.

Policy A4 Noise and vibration

The Council will seek to ensure that noise and vibration is controlled and managed.

Development should have regard to Camden's Noise and Vibration Thresholds (Appendix 3). We will not grant planning permission for:

- a. development likely to generate unacceptable noise and vibration impacts; or
- b. development sensitive to noise in locations which experience high levels of noise, unless appropriate attenuation measures can be provided and will not harm the continued operation of existing uses.

We will only grant permission for noise generating development, including any plant and machinery, if it can be operated without causing harm to amenity. We will also seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.

Sources and the character of noise in Camden

- 6.86 The main sources of noise and vibration in Camden are; road traffic, railways, industrial uses, plant and mechanical equipment, food, drink and entertainment uses, and building sites. The top six sources of noise that receive the most complaints in Camden are; music, construction noise, general people noise (e.g. footsteps, gathering), parties, fixed machinery and burglar alarms.
- 6.87 There is a proliferation of fixed machinery, such as air conditioning units in Camden's centres which cumulatively can have a harmful impact. The borough is also home to a large number and variety of food, drink and entertainment uses, often close to where people live, and as a result, conflicts can arise (see "Policy TC4 Town centres uses"). Such sources of noise and the character of noise can increase stress levels and cause significant disturbance. Other sources of noise such as those associated with construction are considered in "Policy A1 Managing the impact of development", whereby measures required

to attenuate impacts are secured by legal agreement through a Construction Management Plan.

- 6.88 The aim within development proposals should be to design out noise prior to proposing mitigation. The effect of noise and vibration can be minimised by separating uses sensitive to noise and vibration from sources that generate them and by taking other design and operational measures to reduce any impact.

Assessing the impact of noise and vibration

- 6.89 Where uses sensitive to noise and vibration are proposed close to an existing source of noise or when development is likely to generate noise is proposed, the Council will require an acoustic report to accompany the application. In assessing applications, we will have regard to noise and vibration thresholds, set out in Appendix 3, and other relevant national and regional policy and guidance and British Standards. Further guidance on the application of these standards will be provided in supplementary planning document Camden Planning Guidance on amenity.
- 6.90 Noise sensitive development includes housing, schools and hospitals as well as offices, workshops and open spaces. The impacts on external amenity spaces such as gardens and balconies will also be considered. Our supplementary planning document provides further information on how to minimise the impact of noise of developments; ways to mitigate noise emitted from developments and further detail on how the Council will assess the impact of noise and vibration.
- 6.91 Noise generating uses and fixed machinery will likely have a greater impact on amenity when the background noise level is lower or in areas where noise sensitive uses such as residential developments co-exist with other uses. The Council will take into consideration the general character of the noise (whether noise is intermittent, has a distinct screech, bang, hiss) and where appropriate, the cumulative impacts of noise from one or more noise sources and will assess whether tighter noise restrictions, secured by planning condition, should be imposed.
- 6.92 Planning permission will not normally be granted for development sensitive to noise in locations that have unacceptable levels of noise and vibration. The Council will only grant planning permission for development sensitive to noise and vibration, in locations that experience high levels of noise and for development likely to generate noise impacts, if appropriate attenuation measures can be taken. Such attenuation measures should be included on plans. Planning permission will not be granted in instances where there will be a significant adverse impact on external amenity areas including gardens, balconies and open spaces unless they can be appropriately mitigated.
- 6.93 In cases where noise sensitive development is proposed in close proximity to an existing noise generating use (such as music venues and pubs) the Council will determine whether the introduction of the sensitive use will be harmful to the existing premises continued operation. In some cases the Council may require the developer to be responsible for future costs of soundproofing (known as the “agent of change” principle), secured by a legal agreement.

- 6.94 The Council will also consider the impact of attenuation measures on the character and appearance of the building and locality (see “Policy D1 Design” and associated supplementary planning document Camden Planning Guidance on design). Measures to mitigate the impacts of noise and vibration associated with demolition and construction will be secured by legal agreement through Construction Management Plans (“Policy A1 Managing the impact of development”).

Acoustic reports

- 6.95 Where uses sensitive to noise and vibration 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. Supplementary planning document Camden Planning Guidance on amenity provides further detail of the key information expected to be reported in acoustic reports.
- 6.96 Camden noise thresholds (see Appendix 3) reflect observed effect levels outlined in National Planning Practice Guidance and will be explained further in the Camden Planning Guidance on amenity supplementary planning document. The thresholds set noise levels for:
- noise sensitive development in areas of existing noise; and
 - noise generating development in areas sensitive to noise.

Internal noise levels and vibration

- 6.97 Planning permission will not be granted where it is not possible to achieve suitable and sufficient internal noise levels with reference to the most up to date and appropriate guidance. This will be of particular relevance to new residential developments in areas of existing noise but will also include other noise sensitive uses. Conditions may be imposed to require that suitable internal noise levels are achieved and where appropriate, post installation testing to demonstrate that the standards have been met.
- 6.98 The most common sources of vibration that a development is likely to be exposed to are railways and industrial or commercial sites. Where a development sensitive to vibration is proposed in an area that vibration is anticipated to be present, an appropriate vibration survey should be carried out. Where vibration levels exceed those set out in Appendix 3 the proposal should demonstrate that vibration can be mitigated to acceptable levels.

Plant and other noise generating equipment

- 6.99 Planning conditions will be imposed to require that plant and equipment which may be a source of noise is kept working efficiently and within the required noise limits and time restrictions. Air conditioning will only be permitted where it is demonstrated that there is a clear need for it after other measures have been considered (“Policy CC2 Adapting to climate change”). Conditions may also be imposed to ensure that attenuation measures are kept in place and are effective throughout the life of the development.
- 6.100 Emergency equipment such as generators which are only to be used for short periods of time will be required to meet the noise criteria of no more than

10dB above the background level (L90 15 minutes). During standby periods, emergency equipment will be required to meet the usual criteria for plant and machinery. Conditions to this effect may be imposed in instances where emergency equipment forms part of the application.

- 6.101 Security alarms cause significant disruption to local amenity and wellbeing. Whilst security alarms would generally not require planning permission, we would strongly encourage developers and householders to install silent alarms or alarms with a maximum of a 20 minute cut out.

Food, drink, entertainment and leisure noise

- 6.102 Assessments for noise and vibration from entertainment and leisure premises must include consideration of amplified and unamplified music, human voices, footfall and vehicle movements and general activity. The impact of noise and vibration from food, drink and entertainment uses is outlined in “Policy TC4 Town centres uses”. Generally, these uses and noise from leisure uses alter the noise environment through audio devices, amplified and unamplified music, footfall, congregations of people, plant and equipment, deliveries and transport and can be particularly evident when the background noise level is quieter.
- 6.103 Where such uses are considered acceptable planning conditions restricting opening hours will be imposed to ensure that they do not adversely impact nearby noise sensitive uses.

Delivery management

- 6.104 Deliveries, collections and the loading and unloading of goods and refuse can be a source of disruption and cause noise nuisance to nearby residential properties, particularly when undertaken at night. Therefore, to manage potential noise issues from deliveries, conditions will usually be applied to require deliveries, collections and the loading and unloading of goods and refuse take place between the hours of 08:00 to 20:00.
- 6.105 Developments requiring deliveries outside of these times will be required to provide an acoustic report to demonstrate there will be no adverse impact on the acoustic environment with particular reference to residential occupiers as a result of these activities. This could be inserted within the wider Delivery and Servicing Management Plan of the site. Regard should also be taken to the Noise Abatement Society’s silent approach quiet time delivery scheme and TfL ‘Retimed Deliveries’ to mitigate the negative effects of possible out of hours deliveries.
- 6.106 Please see “Policy T4 Sustainable movement of goods and materials” and “Policy A1 Managing the impact of development”.

Basements

- 6.107 With a shortage of development land and high land values in the borough, the development of basements is a popular way of gaining additional space in homes. Basements are also often included in developments in the Central London part of Camden and used for various purposes including commercial, retail and leisure uses, servicing and storage.
- 6.108 Basement development and other development that involves excavation changes the ground and water conditions of the area which can potentially lead to ground instability or flooding. Basement development can also have significant construction impacts due to the need to remove spoil and the general complexities of excavation. The Council recognises the need to protect the environment and adjoining neighbours properties and buildings from these impacts.
- 6.109 When this policy refers to basement development this includes basements, lightwells and other underground development.
- 6.110 A basement is a floor of a building which is partly or entirely below ground level. A ground or lower ground floor with a floor level partly below the ground level (for example on a steeply sloping site) will therefore generally be considered basement development.
- 6.111 When this policy refers to gardens and garden space this includes all outdoor (unbuilt) space on the property, including paved areas, driveways, as well as grassed or landscaped areas.
- 6.112 The following policies in this Local Plan are also relevant to basement development and will be taken into account when assessing basement schemes:
- “Policy A2 Open space”;
 - “Policy A3 Biodiversity”;
 - “Policy D1 Design”;
 - “Policy D2 Heritage”; and
 - “Policy CC3 Water and flooding”.

Safety and security

- 4.84 Crime and the fear of crime can undermine people's quality of life, health and wellbeing. Planning plays an important role in reducing crime and helping to create safe and secure places. Our challenge is to make the borough a safer place for everyone, while making sure that Camden maintains the vibrancy that contributes so much to its character and success. The following policy will help us make Camden a safer place.

Policy C5 Safety and security

The Council will aim to make Camden a safer place.

We will:

- a. work with our partners including the Camden Community Safety Partnership to tackle crime, fear of crime and antisocial behaviour;
- b. require developments to demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in wards with relatively high levels of crime, such as Holborn and Covent Garden, Camden Town with Primrose Hill and Bloomsbury;
- c. require appropriate security and community safety measures in buildings, spaces and the transport system;
- d. promote safer streets and public areas;
- e. address the cumulative impact of food, drink and entertainment uses, particularly in Camden Town, Central London and other centres and ensure Camden's businesses and organisations providing food, drink and entertainment uses take responsibility for reducing the opportunities for crime through effective management and design; and
- f. promote the development of pedestrian friendly spaces.

Where a development has been identified as being potentially vulnerable to terrorism, the Council will expect counter-terrorism measures to be incorporated into the design of buildings and associated public areas to increase security.

Camden Community Safety Partnership

- 4.85 The Camden Community Safety Partnership is a statutory body established to reduce crime, disorder and nuisance in the borough. The Partnership is a network of organisations involved in community safety including the Council, Metropolitan Police, Transport Police, the Mayor's Office for Policing and Crime (MOPAC) and the Camden Safer Neighbourhood Board. Every year the partnership sets priorities based on safeguarding of risk and harm and mitigating against the impact of crime and antisocial behaviour. Its current priorities include tackling antisocial behaviour and reducing the impact of the night time economy on local communities. Planning policies can assist with these goals.

- 4.86 The level and type of crime and antisocial behaviour varies across the borough and areas of higher crime have been identified within Holborn and Covent Garden, Camden Town with Primrose Hill and Bloomsbury wards. The borough's central location and thriving night time economy can be linked to a range of problems, including alcohol and drug related criminal and antisocial activity. Development in the borough provides the opportunity to implement measures to improve community safety, in particular where development takes place in areas with relatively high levels of crime and antisocial behaviour.

Design and security

- 4.87 Consideration of how crime, disorder and fear of crime can be addressed is an important element in good design. This can create safe and attractive places to live and work, reduce the opportunity for crime and allow for better maintenance and management of buildings and spaces. The Council will require all developments to incorporate appropriate design, layout and access measures to help reduce opportunities for crime, the fear of crime and to create a more safe and secure environment. Crime Impact Assessments will also be sought for major developments.
- 4.88 We strongly encourage security features to be incorporated into a scheme from the beginning of the design process and complement other key design considerations. Internal security measures are preferred. Further information on designing safer environments is set out in our supplementary planning document Camden Planning Guidance on design.
- 4.89 The design of streets, public areas and the spaces between buildings needs to be accessible, safe and uncluttered. Careful consideration needs to be given to the design and location of any street furniture or equipment in order to ensure that they do not obscure public views or create spaces that would encourage antisocial behaviour. The use of the site and layout should also be carefully considered as these can also have a major impact on community safety.

Food, drink and entertainment uses

- 4.90 Camden's food, drink and licensed entertainment premises contribute to the attractiveness and vibrancy of the borough but, where there is a concentration of late night activity, there can also be problems such as noise and disturbance, littering, antisocial behaviour, crime and violence. The cumulative impact of these uses will therefore be assessed in line with our town centre policies, particularly "Policy TC4 Town centres uses" and "Policy A1 Managing the impact of development". The Council will also take into consideration any concerns raised from stakeholders within adjoining areas beyond Camden's boundaries.
- 4.91 Alcohol related crime and late night disorder have been identified as significant issues, particularly within Camden Town and the Seven Dials area of Central London. Camden's Statement of Licensing Policy sets out the Council's approach to licensing and special licensing policies apply to these areas.
- 4.92 We will also use management and maintenance plans with owners and operators, secured by planning condition and/or legal agreement, to make sure that the areas outside of premises are appropriately managed. Further information regarding food, drink and entertainment uses and where these may be acceptable is set out in our supplementary planning document Camden

Planning Guidance on town centres, retail and employment.

Pedestrian use and natural surveillance

- 4.93 Encouraging pedestrian use is known to deter crime by natural surveillance (i.e. limiting the opportunity for crime by increasing the likelihood of it being seen). To encourage pedestrian use, the Council aims to ensure spaces are permeable (i.e. easy to walk and cycle through). Gated community developments are therefore unlikely to be acceptable.
- 4.94 To further encourage pedestrian use, developments should also maximise the use of 'active frontages' designed to give buildings a safer, more welcoming appearance and enable overlooking of public areas. External security features which obscure the front of buildings such as solid roller shutters can make places seem hostile and unsafe which can discourage pedestrian movement, they will therefore be resisted. Further information is available regarding the design of security features is set out within "Policy D1 Design", "Policy D3 Shopfronts" and our supplementary planning document Camden Planning Guidance on design.

Counter-terrorism

- 4.95 Camden's position in the centre of a major international city, its high profile major transport interchanges and famous buildings and places make resilience to terrorism an important issue in some areas of the borough. If necessary, the Council will therefore work with the Ministry of Defence's Strategic Planning Team and local security advisors and take into account the most up-to-date information provided regarding potential security risks. The design of these buildings, spaces and transport facilities will be expected to include appropriate and proportionate security and community safety measures and follow design principles contained within the government publication Protecting Crowded Places: Design and Technical Issues (2012).

Design

- 7.1 Good design is essential to creating places, buildings, or spaces that work well for everyone, look good, last well and will adapt to the needs of future generations. The National Planning Policy Framework establishes that planning should always seek to secure high quality design and that good design is indivisible from good planning.

Policy D1 Design

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.

Tall buildings

All of Camden is considered sensitive to the development of tall buildings. Tall buildings in Camden will be assessed against the design criteria set out above and we will also give particular attention to:

- p. how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline;
- q. the historic context of the building's surroundings;
- r. the relationship between the building and hills and views;
- s. the degree to which the building overshadows public spaces, especially open spaces and watercourses; and
- t. the contribution a building makes to pedestrian permeability and improved public accessibility.

In addition to these design considerations tall buildings will be assessed against a range of other relevant policies concerning amenity, mixed use and sustainability.

Public art

The Council will only permit development for artworks, statues or memorials where they protect and enhance the local character and historic environment and contribute to a harmonious and balanced landscape design.

Excellence in design

The Council expects excellence in architecture and design. We will seek to ensure that the significant growth planned for under "Policy G1 Delivery and location of growth" will be provided through high quality contextual design.

Local context and character

- 7.2 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:
 - character, setting, context and the form and scale of neighbouring buildings;
 - the character and proportions of the existing building, where alterations and extensions are proposed;
 - the prevailing pattern, density and scale of surrounding development;
 - the impact on existing rhythms, symmetries and uniformities in the townscape;
 - the composition of elevations;
 - the suitability of the proposed design to its intended use;
 - inclusive design and accessibility;
 - 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.
- 7.3 The Council will welcome high quality contemporary design which responds to its context, however there are some places of homogenous architectural style (for example Georgian Squares) where it is important to retain it.
- 7.4 Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. 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. Character is about people and communities as well as the physical components.

How places have evolved historically and the functions they support are key to understanding character. It is important to understand how places are perceived, experienced and valued by all sections of the community. People may value places for different reasons, often reflecting the services or benefits they provide for them. In addition, memory and association are also a component of how people understand a place. All of these values and experiences are part of understanding the character of a place. Planning applications should include a Design and Access Statement which assesses how the development has been informed by and responds to local context and character.

- 7.5 Design should respond creatively to its site and its context including the pattern of built form and urban grain, open spaces, gardens and streets in the surrounding area. Where townscape is particularly uniform attention should be paid to responding closely to the prevailing scale, form and proportions and materials.
- 7.6 The Council has two sets of documents which describe the character and appearance of areas and set out how we will preserve or enhance them. Each conservation area has a Conservation Area Statement or Appraisal and Management Strategy. These detailed documents have been developed with the relevant Conservation Area Advisory Committee and are adopted supplementary planning documents. For areas outside of conservation areas the Council commissioned the Camden Character Study to identify and record their character. This is not a formal supplementary planning document. These documents can help developers to inform their understanding of the specific character of the area in which their proposals are located. "Policy D2 Heritage" provides further guidance on the preservation and enhancement of the historic environment. When assessing design, we will also take into account guidance contained within supplementary planning document Camden Planning Guidance on design. For areas where Neighbourhood Plans are being prepared, these documents will form a valuable source of information on the character of the local area.

Sustainable design and durability

- 7.7 The Council expects development to be sustainable in design and construction. Development should be consistent with the policies set out in section 8 of this plan on sustainability and also consistent with Camden Planning Guidance on sustainability.
- 7.8 Design should be durable in construction and where appropriate should be flexible and adaptable for a range of uses over time, a quality known as robustness. Robustness is influenced by factors including the size and shape of rooms, points of access and the depth of floorplates. The overall quality of a building is also a consideration as buildings with character and charm are more likely to be retained and adapted.

Details and materials

- 7.9 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 should be retained wherever possible, as their

loss can harm the appearance of a building by eroding its detailing. The insensitive replacement of windows and doors can spoil the appearance of buildings and can be particularly damaging if the building forms part of a uniform group.

- 7.10 Schemes should incorporate materials of a high quality. The durability and visual attractiveness of materials will be carefully considered along with their texture, colour, tone 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.

Street frontages and legibility

- 7.11 Building facades should be designed to provide active frontages and respond positively to the street. Active frontages are building facades that allow people on the street to see inside the building. A more active type of frontage is one where the use opens out to the street, like a shop with a window display and entrance, or a use like a café or restaurant with outdoor dining. Active frontages add interest and vitality to public spaces. Views into buildings provide interest to passers-by and views out of buildings provide safety through passive surveillance or 'eyes on the street'. Positive factors for frontages are entrances, shop fronts and windows. Negative factors include long blank facades, high boundary walls, solid roller shutters and service entrances and yards.
- 7.12 Buildings and spaces should also allow people to easily navigate their way around an area – a quality known as legibility. Designs should provide recognisable routes and be easy to understand. Buildings and spaces should be permeable by providing clear and direct routes between places. Routes should be direct, safe and attractive for walking and cycling.
- 7.13 Ground floors in new developments should have a storey height appropriate to their use. In mixed use schemes where a commercial use is provided on the ground floor this should typically have a more generous storey height (of approximately 4.5m). Further information on the design of retail spaces is in "Policy TC2 Camden's centres and other shopping areas".

Access

- 7.14 Good access benefits everyone. 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.
- 7.15 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 improvements to existing routes and footways. The Camden Streetscape Design Manual and our supplementary planning documents Camden Planning Guidance on design and Camden Planning Guidance on amenity provide more detailed information on this issue.

- 7.16 Any adaptation of existing buildings must respond to access needs whilst ensuring that alterations are sympathetic to the building's character and appearance. Please refer to "Policy C6 Access for all" for the Council's policies on access and to "Policy D2 Heritage" for the policy on providing access to listed buildings.

Health

- 7.17 The way an area is designed and managed can have a significant impact on people's quality of life, health and wellbeing. Planning has a key role in promoting good physical and mental health by creating streets, spaces and buildings which allow and encourage healthy lifestyles. Architecture and urban design can affect human health through the quality and design of buildings and spaces, access to open space and nature, air quality, noise, opportunities for active transport such as walking and cycling, crime reduction and social cohesion. The Council will require applicants to consider how development will contribute to improving health. Please see "Policy C1 Health and wellbeing" and Sport England's Active Design Guidance for further information on the principles of Active Design.

Secure design and crime prevention through urban design

- 7.18 Design should create safe and attractive places and be designed to prevent crime and antisocial behaviour. The impacts of proposals on crime and community safety should be considered and addressed from an early stage in the design process to prevent the need for reactive security measures. Access and movement routes, the layout of buildings, overlooking and active frontages, lighting, the clear delineation of spaces and ownership and the creation of activity all play a role in designing out crime. The Council will seek to maintain good accessibility in urban areas to foster flows of movement which produce vitality and natural surveillance and in doing so increase safety. Gating as a solution to crime and antisocial behaviour problems will be resisted unless there are exceptional circumstances. Further details are set out in supplementary planning document Camden Planning Guidance on design and in the document Safer Places – The Planning System and Crime Prevention (ODPM April 2004). Please refer to "Policy C5 Safety and security" for further information.

Responding to natural features and preserving gardens and open space

- 7.19 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 harm existing natural habitats, including in private gardens. "Policy A3 Biodiversity" sets out the Council's policy on nature conservation, protecting trees and biodiversity.
- 7.20 Development within rear gardens and other undeveloped areas can often have a significant impact upon the amenity and character of an area. The Council 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.
- 7.21 The Council will resist development 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.

Landscape design and greening

- 7.22 The Council will expect development schemes to provide a high standard of landscape design and encourages the development of green and brown roofs and walls. The design of new hard and soft landscaping should be contextual and consider access requirements. Where appropriate, the Council will expect planting plans to be accompanied by a maintenance schedule. Detail on our approach to green infrastructure and landscape design is set out in Camden Planning Guidance on design and Camden Planning Guidance on sustainability supplementary planning documents.

Amenity space

- 7.23 Private outdoor amenity space including gardens, balconies and roof terraces, 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. Please refer to "Policy A2 Open space" for the Council's approach to ensuring that new open space is provided in development. The Council also requires that the residential amenity of neighbours be considered in accordance with "Policy A1 Managing the impact of development".

Public art

- 7.24 The Council encourages provision of high quality public art in development where appropriate. Public art can help to create a distinctive character to places and spaces. As well as adding visual interest it can influence the use of a space, encouraging or discouraging particular uses, or it can act as a focal point to provide directions. Public art can take many forms and occupy sites and spaces that span a range of scales and of varying character. It may take the more traditional form of a sculpture or other artwork in a public space but could also be conceived as a garden, the façade of a building or a lighting installation. Public art should be designed to be an integral part of a new development.
- 7.25 In assessing applications for artworks, statues and memorials the Council will also take into consideration the matters set out in the supplementary planning

document Camden Planning Guidance on design, including:

- the number of artworks, statues, or memorials already in the area;
- whether the proposal has contextual and historic connections to the site; and
- whether the proposal meets the Council's corporate guidance on artworks, statues and memorials.

Views

- 7.26 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.
- 7.27 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 7.11 and 7.12) and the Mayor's London View Management Framework supplementary planning guidance.
- 7.28 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.
- 7.29 The Council will also seek to protect locally important views that contribute to the interest and character of the borough. These 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, monuments and statutes (for example, Centrepont, St Stephen's, Rosslyn Hill and St George's, Bloomsbury).
- 7.30 The Council 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.
- 7.31 The Council recognises that neighbouring boroughs have identified views for protection in supplementary planning documents and that development on some sites within Camden could affect these views. The Council will take into consideration these protected views of neighbouring authorities when deciding

planning applications.

Design of housing

7.32 All residential developments are required to be designed and built to create high quality homes. The Council will seek to ensure that residential development, both new build and change of use:

- is self-contained and has its own secure private entrance;
- has good ceiling heights and room sizes;
- is dual aspect except in exceptional circumstances;
- has good natural light and ventilation;
- has good insulation from noise and vibration;
- has a permanent partition between eating and sleeping areas (studio flats are acceptable where they provide adequate space to separate activities);
- incorporates adequate storage space;
- incorporates outdoor amenity space including balconies or terraces; and
- is accessible and adaptable for a range of occupiers.

7.33 New dwellings and conversions to residential use will be expected to meet the government's nationally described space standard as set out in London Plan Table 3.3. The Council will also require development to adhere to the Mayor's Housing Supplementary Planning Guidance.

Building services equipment

7.34 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.

Tall buildings

7.35 For this policy tall buildings are considered to be those which are substantially taller than their neighbours or which significantly change the skyline. While tall buildings offer the opportunity for intensive use, their siting and design should be carefully considered in order not to detract from the nature of surrounding places and the quality of life for living and working around them. Applications for tall buildings will be considered against Local Plan policies on design and heritage, along with the full range of policies, including those on mixed use, sustainability, amenity and microclimate. The effect on views and provision of communal and private amenity space will also be important considerations. In assessing applications for tall buildings the Council will have regard to the London Plan Policy 7.7 on the location of tall and large buildings and the Historic England Advice Note 4 on Tall Buildings.

7.36 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 do 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 environmental

characteristics, the entire borough is considered as being within the 'sensitive' category, as defined by the English Heritage / CABE Guidance on Tall Buildings. Tall building proposals in Camden will therefore merit detailed design assessments.

7.37 Further relevant guidance to the Council's approach to tall buildings is set out in:

- Area Action Plans including the Euston Area Plan and the Fitzrovia Area Action Plan;
- Site Allocations;
- Conservation area appraisals and management strategies;
- The Camden Character Study; and
- Neighbourhood Plans.

7.38 The Council will take these documents into account where relevant in assessing applications for tall buildings.

Shopfronts

- 7.70 Shopfronts 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.
- 7.71 Please refer to "Policy TC2 Camden's centres and other shopping areas" for policy on the design of new retail spaces.

Policy D3 Shopfronts

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.

Protecting existing shopfronts

- 7.72 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 significant contribution to the appearance and character 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.

- 7.73 A number of Camden's centres lie within conservation areas. The Council has prepared conservation area statements, appraisals and management strategies 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

- 7.74 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.
- 7.75 The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring premises 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 they are located in. As shopfronts are seen at close quarters, the detailing, type and 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.

Replacement shopfronts

- 7.76 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.
- 7.77 Folding or 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

- 7.78 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 be internal in order to avoid harming the appearance of shop premises and creating clutter. Solid shutters are only considered to be acceptable in exceptional cases as they are unsightly and can generate feelings of insecurity in those walking by, hide internal intruders and encourage graffiti.
- 7.79 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.

- 7.80 The Council discourages shop window displays and graphics that completely obstruct views into the shop (for example vinyl graphics applied to the window). The layout of shop units should be designed to overcome the need for excessive window graphics, for example to hide shelving. The supplementary planning document Camden Planning Guidance on design provides more detail on the Council's approach to the design of shopfronts.

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.

Prioritising walking, cycling and public transport

- 10.8 To promote sustainable transport choices, development should prioritise the needs of pedestrians and cyclists and ensure that sustainable transport will be the primary means of travel to and from the site.
- 10.9 Walking is a zero carbon means of transport and provides significant benefits in terms of promoting healthy lifestyles and helping to create more vibrant streets and public spaces. Between 2006-2014, travel by bicycle increased by 82%. The Council therefore seeks to build on this by improving cycling facilities, routes and creating the conditions that will encourage further take up of cycling. Contributions may also be sought to improve Camden's bus network where necessary.

Policy T1 Prioritising walking, cycling and public transport

The Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough.

Walking

In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments:

- a. improve the pedestrian environment by supporting high quality public realm improvement works;
- b. make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping;
- c. are easy and safe to walk through ('permeable');
- d. are adequately lit;
- e. provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate; and
- f. contribute towards bridges and water crossings where appropriate.

Cycling

In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development:

- g. provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Super Highways and;
- h. provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan (Table 6.3) and design requirements outlined within our supplementary planning

document Camden Planning Guidance on transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development;

- i. makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;
- j. is easy and safe to cycle through ('permeable'); and
- k. contribute towards bridges and water crossings suitable for cycle use where appropriate.

Public Transport

In order to safeguard and promote the provision of public transport in the borough we will seek to ensure that development contributes towards improvements to bus network infrastructure including access to bus stops, shelters, passenger seating, waiting areas, signage and timetable information. Contributions will be sought where the demand for bus services generated by the development is likely to exceed existing capacity. Contributions may also be sought towards the improvement of other forms of public transport in major developments where appropriate.

Where appropriate, development will also be required to provide for interchanging between different modes of transport including facilities to make interchange easy and convenient for all users and maintain passenger comfort.

Walking

- 10.10 "Policy D1 Design" and our supplementary planning documents Camden Planning Guidance on design and Camden Planning Guidance on transport set out the Council's approach to providing attractive streets and spaces. Public realm improvements will primarily be delivered by the Council using our own funding and, where appropriate, developer contributions and funding from Transport for London. The Council will continue to work with Transport for London and neighbouring London boroughs to deliver improved pedestrian accessibility and way finding within Camden and into neighbouring boroughs.

Cycling

- 10.11 Cycling is an increasingly popular and sustainable means of travel which we hope to encourage further. The Council will therefore seek to ensure that developments contribute to and, where appropriate, provide appropriate links to strategic cycle routes. We will also expect cycle parking to be convenient and secure, so that users of a development are more likely to use bicycles to travel to and from a site. Details regarding cycle parking standards and design can be found within our supplementary planning document Camden Planning Guidance on transport.

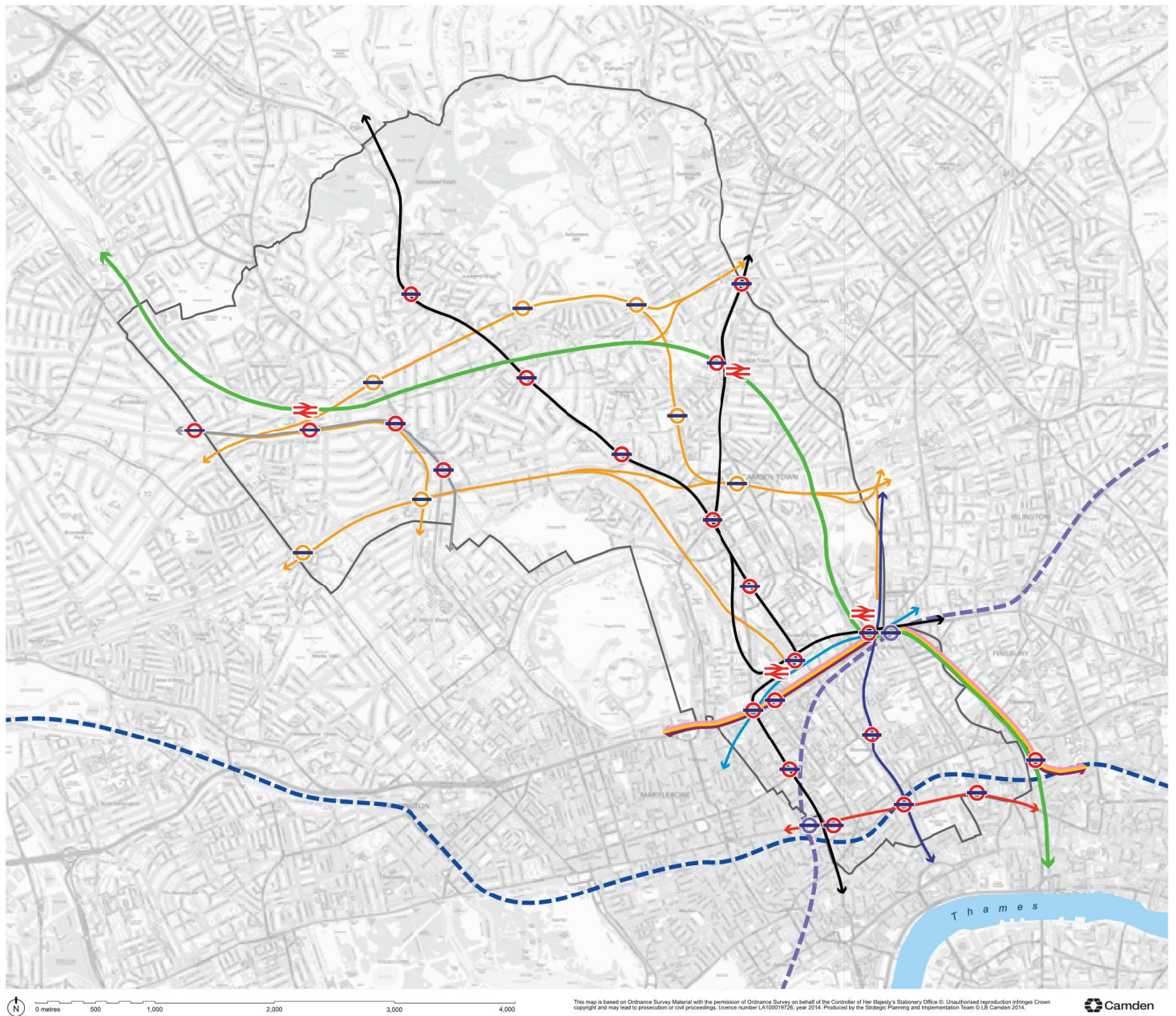
Public transport

- 10.12 In partnership with Transport for London, which manages the public transport network across London, the Council will ensure that Camden's growth is

matched by improvements to public transport through planning obligations. It is expected that the majority of contributions towards public transport improvements will be sought towards bus network infrastructure (such as bus stops, shelters, passenger seating, waiting areas, signage, timetable information etc.) where the demand for bus services generated by the development is likely to exceed existing capacity (assessed through Transport Assessments). The Council may also seek contributions from major developments towards other forms of public transport if an existing public transport improvement scheme is available and related to the development. Details regarding public transport contributions can be found within our supplementary planning document, Camden Planning Guidance on planning obligations. Details regarding Transport Assessments can be found within Camden Planning Guidance on transport.

- 10.13 Most journeys involve changing between one form of travel and another and developments will sometimes need to cater for this. Passenger transport interchange facilities should provide for the coordination 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.
- 10.14 Public transport should be accessible to all, however there are a number of rail and tube stations within Camden that do not offer step-free access. Step-free stations offer accessible routes from entrance to platform via lifts and/or ramps without the need for stairs and/or escalators. Step-free projects are largely managed by Transport for London and/or rail network companies. The Council will however promote step-free access where possible and work with organisations seeking to implement step-free access at Camden stations.

Map 8: Regional Rail networks



Parking and car-free development

- 10.15 Limiting the opportunities for parking within the borough can reduce car ownership and use and therefore lead to reductions in air pollution and congestion and improve the attractiveness of an area for local walking and cycling. Car-free development will also mean that the borough's limited land can be used more efficiently, which will help to free up space to allow additional housing, employment uses, community facilities, play areas, amenity spaces and cycle parking. The Council does however also recognise that some people, businesses and organisations, rely on private car use as their only transport option. Parking provision for disabled people and essential uses will therefore be considered where necessary.
- 10.16 Camden is well connected. In most areas of the borough, essential day to day services such as shops, healthcare and education facilities and employment opportunities are no more than short journey away by walking, cycling or public transport. To compliment Camden's existing levels of parking provision, the borough currently also has the largest car club network in London, with over 250 car club parking bays. The car club network therefore provides a real alternative to private car ownership for people who need to use a car occasionally.

Policy T2 Parking and car-free development

The Council will limit the availability of parking and require all new developments in the borough to be car-free.

We will:

- a. not issue on-street or on-site parking permits in connection with new developments and use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits;
- b. limit on-site parking to:
 - i. spaces designated for disabled people where necessary, and/or
 - ii. essential operational or servicing needs;
- c. support the redevelopment of existing car parks for alternative uses; and
- d. resist the development of boundary treatments and gardens to provide vehicle crossovers and on-site parking.

Car-free in new developments

- 10.17 Car-free development means that no car parking spaces are provided within the site other than those reserved for disabled people and businesses and services reliant upon parking, where this is integral to their nature, operational and/or servicing requirements (e.g. emergency services, storage and distribution uses). In addition, current and future occupiers are not issued with on-street parking permits.

Transport infrastructure

- 10.22 Projects to provide new and improved transport infrastructure will play a central role in supporting growth and promoting sustainable transport within the borough. As major development will largely be concentrated in locations that are, or will be, subject to significant transport improvements, land and facilities will therefore need to be safeguarded in order to ensure delivery of these projects.

Policy T3 Transport infrastructure

The Council will seek improvements to transport infrastructure in the borough.

We will:

- a. not grant planning permission for proposals which are contrary to the safeguarding of strategic infrastructure improvement projects; and
- b. protect existing and proposed transport infrastructure, particularly routes and facilities for walking, cycling and public transport, from removal or severance;

- 10.23 Camden's Infrastructure Table (Appendix 1) contains details of the key infrastructure improvements due to take place. The schedule includes 32 transport projects such as:
- High Speed 2: new north-south railway linking London to Birmingham including potential redevelopment of Euston Station.
 - Crossrail 1: new east-west railway through London from Reading/Heathrow to Abbey Wood and Shenfield.
 - Crossrail 2: new north-south railway running from Surrey to Hertfordshire through London.
 - West End Project: introduction of two-way traffic at Tottenham Court Road and Gower Street and public realm improvements, including at Euston Circus, St Giles Circus and Princes Circus.
 - Camden Town and Holborn Station capacity improvements.
 - North-South Cycle Superhighway: segregated cycle corridor between King's Cross and Elephant and Castle.
- 10.24 Given the constraints on transport capacity in a densely developed borough like Camden, almost every part of existing transport infrastructure is a valuable asset. The Council will therefore seek to protect all existing and proposed transport facilities and links and safeguard the potential for improvements to the transport network.

Sustainable movement of goods and materials

- 10.25 The movement of goods and materials by road can have a significant impact on the environment and the health and wellbeing of residents, in terms of noise disturbance and its contribution to road congestion and air pollution. These impacts are particularly severe in an urban, densely populated borough such as Camden.
- 10.26 As Camden grows, demand for freight is also likely to increase. The number of vans in Central London, for example, is forecast to grow by 30 per cent between 2008 and 2031.
- 10.27 The flexibility that road freight offers means that this will remain the most commonly used means of transporting freight for some time. The Council will however seek to promote more sustainable means of freight transport and seek to minimise the movement of goods and materials by road.

Policy T4 Sustainable movement of goods and materials

The Council will promote the sustainable movement of goods and materials and seek to minimise the movement of goods and materials by road. We will:

- a. encourage the movement of goods and materials by canal, rail and bicycle where possible;
- b. protect existing facilities for waterborne and rail freight traffic and;
- c. promote the provision and use of freight consolidation facilities.

Developments of over 2,500 sqm likely to generate significant movement of goods or materials by road (both during construction and operation) will be expected to:

- d. minimise the impact of freight movement via road by prioritising use of the Transport for London Road Network or other major roads;
- e. accommodate goods vehicles on site; and
- f. provide Construction Management Plans, Delivery and Servicing Management Plans and Transport Assessments where appropriate.

Cycle freight

- 10.28 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. Further information regarding Delivery and Servicing Management Plans is available within our supplementary planning document Camden Planning Guidance on transport.

Camden's centres and other shopping areas

- 9.12 The Council will ensure that development in its centres is appropriate to the character and role of the centre in which it is located and does not cause harm to neighbours, the local area, or other centres.
- 9.13 Camden's centres and designated shopping frontages are set out in the Local Plan Policies Map.

Protected frontages

- 9.14 The Council has identified key frontages within Camden's centres to which further policy and guidance apply. These protected frontages are identified as either primary or secondary frontages and are shown on the Local Plan Policies Map.

Permitted development rights

- 9.15 The Council seeks to protect the vitality and viability of its centres through application of the retail policies and through the control of shopping and other town centre uses on protected frontages. Under permitted development rights planning permission is not required for many changes of use between retail and other town centre uses, meaning the Council cannot apply our planning policies for town centres in these instances.
- 9.16 The government has introduced a number of new permitted development rights that affect town centres. These include the new rights to:
- change from A1 retail or A2 financial services to A3 restaurants and cafes (subject to prior approval);
 - change from A1 retail to A2 financial services; and
 - change from A1 retail or A2 financial services to D2 assembly and leisure uses (subject to prior approval).
- 9.17 The above permitted development rights that are subject to prior approval from the Council are subject to the change of use not having unacceptable effects on noise, odour, waste, transport and highways and if located in a key shopping area the sustainability of that shopping area.

Policy TC2 Camden's centres and other shopping areas

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

We will:

- a. seek 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;
- b. provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
- c. make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area and focusing such uses in King's Cross and Euston Growth areas, Central London Frontages, and Town Centres (Refer to "Policy TC4 Town centres uses");
- d. support and protect Camden's Neighbourhood Centres, markets and areas of specialist shopping, local shops; and
- e. pursue the individual planning objectives for each centre, as set out in supplementary planning document Camden Planning Guidance on town centres, retail and employment, and through the delivery of environmental, design, transport and public safety measures.

The Council has designated primary and secondary frontages in its centres, which are shown on the Local Plan Policies Map. We will:

- f. protect the primary frontages as locations with a high proportion of shops (A1) in order to maintain the retail function of the centre; and
- g. protect the secondary frontages as locations for shops (A1) together with a broader range of other town centre uses to create centres with a range of shops, services, and food, drink and entertainment uses which support the viability and vitality of the centre.

The Council's expectations for the mix and balance of uses within frontages for each designated centre are set out in Appendix 4.

Housing above and below shops

The Council supports the development of housing within centres and Central London including above and below shops where this does not prejudice the town centre function and particularly the ability of the ground floor to be used for town centre uses.

Housing in protected frontages

In order to protect the retail and town centre function of our centres the Council will only permit conversion of retail and other town centre uses to residential use on the protected frontages where it does not harm the role and character of the centre, including maintaining the supply of shop premises in centres across the borough.

Neighbourhood Centres

The Council will seek to retain convenience shopping for local residents in Camden's Neighbourhood Centres and will ensure that development in them does not harm the function, character or success of that centre.

Design of new retail spaces

New retail spaces should be of high quality, provide generous storey heights and incorporate room for signage.

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

- 9.18 The Council will protect and enhance the role and character of each of Camden's centres by assessing proposals against this policy and the centre specific guidance set out in Appendix 4 and the supplementary planning document Camden Planning Guidance on town centres, retail and employment. Appendix 4 sets out the mix of uses that the Council expects on primary and secondary frontages, including:
- the minimum proportions of shops (A1 use); and
 - the maximum proportions of food, drink and entertainment uses (A3, A4, A5 uses).

Housing above and below shops

- 9.19 The Council supports development of housing within centres where they do not cause harm to the vitality and viability of these centres, for example by limiting the use of the premises at the ground floor for retail or other town centre uses. In accordance with "Policy A4 Noise and vibration" the Council will not permit development of housing in locations with high levels of noise unless appropriate attenuation measures are provided. With regard to housing at basement or lower ground floor level, habitable rooms will not be permitted in areas at risk of flooding (refer to "Policy A5 Basements"). The Council will also take into consideration the centre specific objectives set out in Camden Planning Guidance.

Housing in protected frontages

- 9.20 Due to high demand for housing and high housing prices in Camden shop units across the borough and particularly those in the Neighbourhood Centres face pressure for conversion to residential use. Shop premises that are converted to homes are likely to stay in residential use even if local market forces swing back in favour of retail uses, whereas changes of use between town centre uses are more flexible over the longer term. The Camden Retail Study anticipates demand for additional retail floorspace in designated centres throughout the Plan period. Camden seeks to protect the role and character of the designated centres. The most significant way we can protect the function of centres is by ensuring that sufficient ground floor premises remain in retail or other town centre uses.

Neighbourhood Centres

- 9.21 Camden has 37 neighbourhood centres which cater for the day to day shopping and service needs of their local populations. The neighbourhood centres are spread across the borough and vary in size and in role. They contain a range of uses including shops, food and drink uses, doctor and dentist 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.
- 9.22 Commercial and community uses are considered acceptable uses of upper floors provided 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.
- 9.23 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.

Design of new retail spaces

- 9.24 All units for retail and other town centre uses on protected frontages in Camden's centres and shopping areas should be designed to provide high quality retail space. In particular shop units should provide generous storey heights and space for signage. For most locations the Council will expect a minimum storey height of approximately 4.5m, which provides approximately 3.5m clear internal height. In some key shopping areas even higher storey heights may be necessary to provide spaces that are suitable for larger shops. Such locations include the Central London Frontages and in particular the primary frontages. In these locations the Council may require storey heights of 6m, providing approximately 5m clear internal height.