



**Subject:** Re: Consultee letter for PlanningApplication Application: 2023/0093/P



Application ref. 2023/0093/P. Alpha House

KTNF helped identify the Regis Road site's development potential and is in accordance with the Council of the firm opinion that any interim building will break up the cohesive development of the site. KTNF strongly objects to this planning application. Big Yellow did not contact KTNF before submission of the planning application.

This is an ambitious and bullish proposal. The scale and shape – essentially a very large shed, and its position towards the centre of the development area means that it would have (if allowed to move forward) a significant impact on the surrounding character of the site. The 'blockiness' of the proposal clearly defines the scheme as industrial (the nod to potential residential development with the introduction of brick sections within the façade does not counter-act this) and contrary to the statement of the applicant that 'the proposed development would not prejudice the possibility for the balance of the Growth Area to come forward for redevelopment in the future whether it be industrial or residential-led', the scheme would develop precedence for large-scale unarticulated massing on the site.

The intensive scale of the development contravenes national, local and London-wide policies which state that new developments should enhance biodiversity and work towards zero carbon. These include the government's '10-point plan for a green industrial revolution', the Environment Act 2021 and the Mayor of London's urban greening commitments.

In line with policy CC1, as part of further development of the site the applicant neglected to demonstrate that the existing building cannot be retained, improved and reused in a way that resources are optimised efficiently.

The new building would not only be taller than the existing building, it would also cover substantially more of the land than the current structure. It would be constructed very close to its neighbour on the north side. Overall, the current space of 3322 m2 would be nearly trebled to 9553 m2.

The applicant has already stated that a big part would be built under Permitted Development Rights, thus withholding CIL from the local community: Community Infrastructure Levy that our community so much needs for the improvement of local infrastructure.

KTNF is in particular concerned about the validity of the submitted documentation since the developer had made a blatantly incorrect statement about its consultation process. Contrary to Big Yellow's emphatic claims, neither KTNF, nor residents' groups or other local groups such as KTRA, nor the local councillors or neighbours were consulted.

Another point in case is the applicant's claim that 'the Proposed Development will generate a significant reduction in vehicle trips compared to the existing lawful use of the Application Site, which will have a positive impact on the local highway network'. KTNF are sceptical about the 'significant reduction' in the vehicle trips given the increase in industrial space/ work units to be provided and the focus on delivery and storage of goods. The estimate about trips made by customers and others to the building seems to be low, underestimating for example the number of trips caused by deliveries to the storage units and the businesses they contain. This is based on some of the comments in case examples given by Big Yellow itself, like company CameraCrate:

"Cameras need to be stored in a temperature-controlled environment to stop mould getting into lenses and damaging the electronics, so Big Yellow's office space was a perfect environment, providing me with the space, in one room, where I could both keep stock and work on repairs" (...) "I receive a huge amount of parcels each week and before the move that meant having around 10 couriers a day knocking on our door," [Ben] said, commending the role played by Big Yellow staff in receiving and dispatching goods. "It was non-stop and there is a mental stress associated with knowing you have to be in to take a delivery and keep track of who is coming to collect what and when."

Instead of the current 15 parking spaces, 11 car parking spaces would be retained for the use of customers of the storage areas in the new development, none for staff in the flexible office space. Big Yellow's assessment that 11 spaces would be sufficient given the vast amount of storage space appears unrealistic to KTNF, judging again from Big Yellow's case studies which appear to involve a lot of traffic by storage users (40% of which are businesses that are effectively running a significant part of the business from the storage unit.) "We do everything at Big Yellow now; from making the products and putting them into jars and bottles to labelling and packing," said Ama explaining how her company quickly progressed from being a kitchen table venture to full-time operation. "It has been the perfect place to start and the flexibility it gives us is awesome."

The lower traffic impact appears also to be in contradiction with the applicant's claims that 340-480 jobs would be created with around 24m2 of storage space leading to one full time job. KTNF is not only doubtful about the made claim, it is also not clear where these full time jobs would be located - in Regis Road, in Kentish Town, in Camden or anywhere else?

Kind regards,

Kentish Town Neighbourhood Forum

