

Sofie Fieldsend  
Regeneration and Planning  
London Borough of Camden  
Camden Town Hall  
London  
WC1H 8ND

23 March 2023

Dear Sofie,

**CAMDEN GOODS YARD, CHALK FARM ROAD, NW1 8EH  
FULL PLANNING APPLICATION FOR TEMPORARY CHANGE OF USE  
TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)**

**Application Planning Portal Reference: PP-11731787**

Further to our pre-application discussions, we write enclosing a full planning application for a temporary change of use in Block A at the Camden Goods Yard development. Planning permission is sought for the following:

*“Temporary change of use of Block A’s ground floor and mezzanine from retail (Class E) and two residential units (Class C3) at Level 02 to a Sales and Marketing Suite and Show Homes (Sui Generis) commencing January 2024 until January 2034.”*

**1. Enclosed Information**

The following documents are submitted in support of this application as agreed during our pre-application discussions on 3 October 2022:

- Cover Letter
- Application Form
- CIL Additional Information Form – note the proposed development is not CIL liable as it comprises an application for temporary planning permission but we enclose for completeness.
- Consented and Proposed Plans

The following table sets out the consented and proposed plans submitted in this application:

Consented		Proposed	
Drawing Title	Drawing Number	Drawing Title	Drawing Number
-	-	Sales and Marketing Suite Location Plan	1095_00_07_124 (Rev: P2)
Block A – Level 00	13508-AR-A1_2-L00-00-100-P01	Block A – Level 00 Temporary Sales and Marketing Suite	13508-AR-A1_2-L00-00-110-P01
Block A – Level 00 Podium	13508-AR-A1_2-L00-00-101-P01	Block A – Level 00 Podium Temporary Sales and Marketing Suite	13508-AR-A1_2-L00-111-P01
Block A – Level 02 to 10	13508-AR-A1_2-L02_100-00-103-P01	Block A – Level 02 Temporary Show Homes	13508-AR-A1_2-L02_10-00-113-P02

A payment for £462 +VAT to cover the requisite application fee has been made online via the Planning Portal (Planning Portal Ref: PP-11731787).

## 2. Planning History

On 15 June 2018 full planning permission (ref: 2017/3847/P) was granted (the “Original Permission”) for the redevelopment of the 3.26-hectare site known as Camden Goods Yard, located off Chalk Farm Road.

Subsequently, a Section 96a non-material amendment was approved by Camden Council on 6th February 2019 (2019/0153/P). This altered the wording of Conditions 47, 48, 49 to split out the requirements from these conditions into the PFS and Main Site.

On 24 December 2019, the description of development of the Original Permission was amended pursuant to Section 96A of the 1990 Act (decision reference 2019/6301/P).

On 5 May 2020 a Section 73 application (ref: 2020/0034/P) was granted approval for variation of Condition 4 (approved drawings) for redevelopment of the Petrol Filling Station site and main supermarket site; namely for a single storey temporary food store on the Petrol Filling Station site with associated parking, servicing, access and landscaping.

A Section 96a non-material amendment was approved by the London Borough of Camden on 9 July 2020 (2020/2786/P) which altered the description of development for planning permission ref. 2017/3847/P dated 15/06/2018 (as later amended by 2020/0034/P dated 5/5/2020).

On 3 December 2020, a Section 73 application (ref: 2020/3116/P) was granted for variation of Conditions 3 (approved drawings) and 73 (number and mix of residential units) of planning permission 2020/0034/P for 71 additional homes.

On 23 February 2022, the description of development of the planning permission was amended pursuant to section 96A of the 1990 Act (decision reference 2022/0673/P).

A Section 96a non-material amendment was approved by LBC on 20 December 2022 (2022/4273/P) which made amendments to the facades and fenestration of Blocks A, B and C; relocation of substation from Block C to Block B and replacement of Block C substation with retail (Class E); alterations to roof plant enclosure and parapet of Block A; installation of 2nd lift for Urban Farm, alterations to cycle parking and internal plant, alterations to roof and south terrace balustrade of Block B.

On 30 January 2023, a Section 73 application (ref: 2022/3646/P) achieved a resolution to grant planning permission subject to the completion of a Section 106 agreement. Amendments included variation of Conditions 4, 5, 6 (approved drawings) and 36 (Petrol Filling Station retail) of planning permission 2022/0673/P for the replacement of the Petrol Filling Station site with electric vehicle charging station; increase in height and footprint to create additional Office floorspace (Class E); remove access road; reconfiguration of plant and cycle parking. For the avoidance of doubt, this Section 73 application has no bearing on this enclosed application relating to Building A.

### **3. Application Proposals**

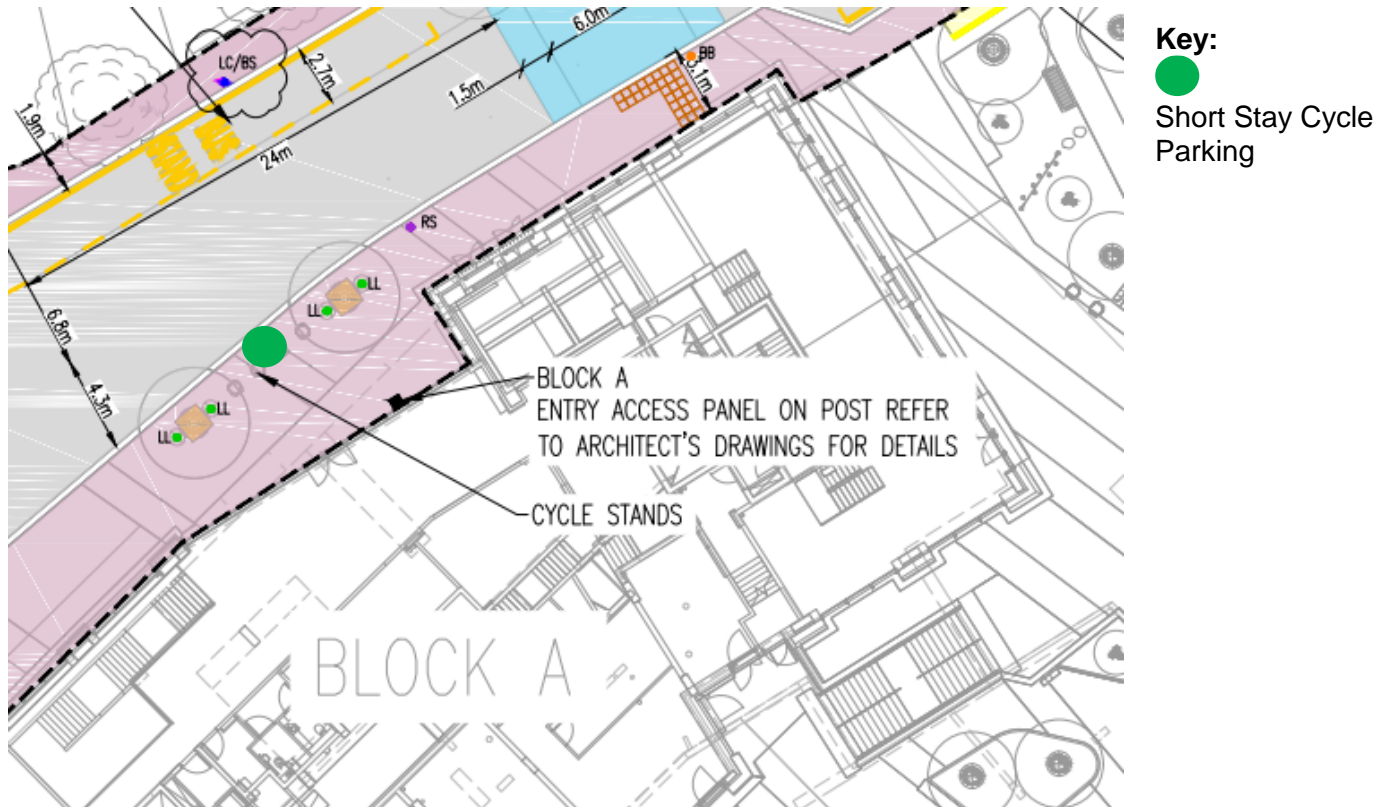
The proposals in this application relate to Block A within the Camden Goods Yard (CGY) development only. Block A is located within the western corner of the CGY main site, forming part of S106 Phase 2b. Specifically, the proposals relate to the ground and mezzanine floor, equating to 277 sqm and the second floor, equating to 164sqm. As granted under permission 2020/3116/P the existing lawful use of these units are Use Classes A1/A3 and C3.

This application seeks the temporary use of the retail unit (Use Classes A1/A3) to change to a Sales and Marketing Suite (SMS) and two residential units (Use Class C3) as Show Homes for a period of 10-years commencing January 2024. As agreed during pre-application discussions, a SMS and Show Homes are classified as Sui Generis.

The SMS will provide 5 short stay cycle spaces and 2 long stay cycle spaces.

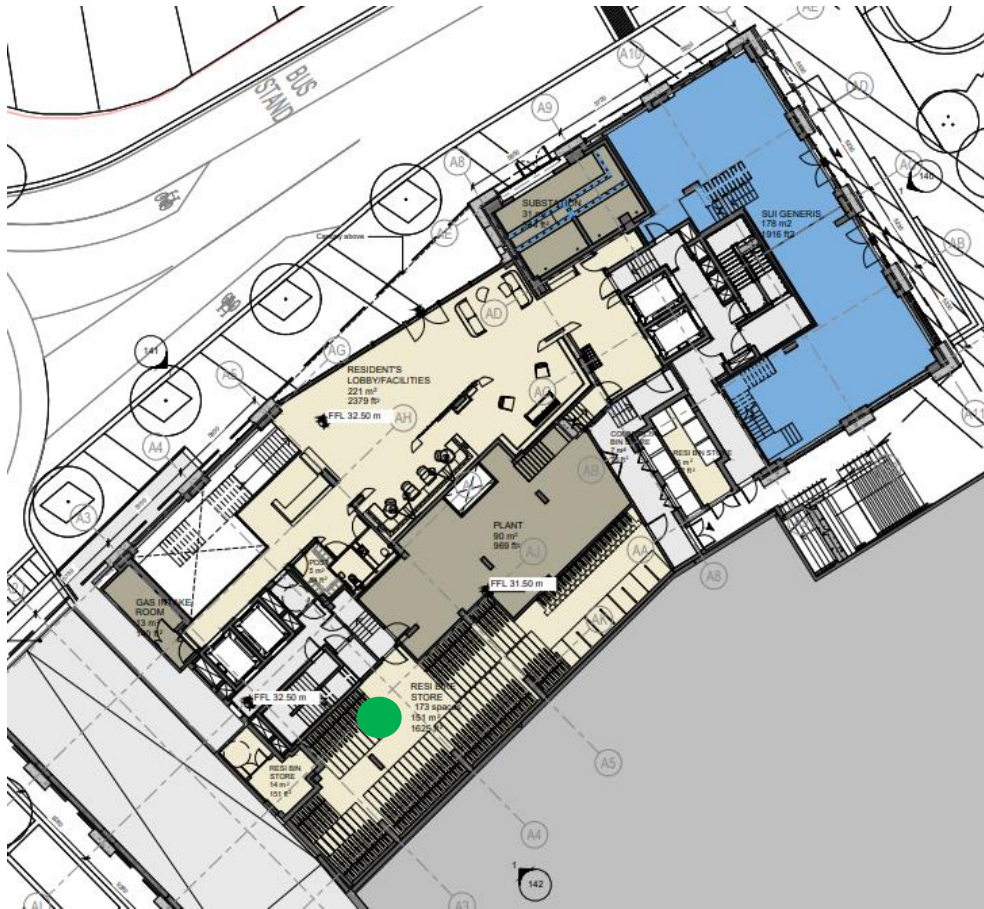
#### **Short Stay Cycle Parking Location**


The short stay cycle spaces will be located in close proximity to the SMS close to the residential entrance of Block A. Their location is illustrated in the diagram below.



### Long Stay Cycle Parking Location

The long stay cycle spaces will initially be located within the Block A residential long stay cycle parking. This location is illustrated in the diagram below.



**Key:**  
 Long Stay Cycle Parking

Once the Block A commercial cycle parking facilities have been completed in 2025, the 2 long stay cycle spaces will move to the location shown below.





**Key:**



Long Stay Cycle  
Parking

As you are aware, construction is underway at CGY and St George wish to shortly begin marketing the new homes to purchasers.

As raised in pre-application discussions on 3 October 2022 the SMS and Show Homes are critical for St George to facilitate the sale of homes within the CGY development. The key purpose of the SMS and Show Homes is to provide prospective buyers with the means to get a look and feel for the properties including the finishes, layouts and features of the apartments being delivered at CGY.

Our presence on site attracts customers which will encourage sales and therefore contribute to the long-term success of the CGY development. Critically, the sale of private homes underpins the delivery of the affordable homes and all the planning benefits that the CGY project will deliver including CIL, Section 106 obligations, community and public realm spaces.

As discussed at the pre-application meeting, the principle of a SMS and Show Homes is agreed. The 10-year time period sought corresponds with the timescale to sell the private homes and ensure the CGY development is occupied as soon as possible.

The proposed opening hours for the SMS and Show Homes will be 10:00 to 18:00 Monday to Saturday, 10:00 to 17:00 on Sundays and 10:00 to 16:00 on Bank Holidays.

#### 4. Planning Framework

In accordance with Section 38(6) of The Planning and Compulsory Purchase Act (2004), planning applications should be determined in accordance with the development plan unless other material considerations indicate otherwise.

In this instance, the Development Plan is formed by:

- The Camden Local Plan adopted in July 2017;
- The London Plan (2021);

The National Planning Policy Framework (2019) (NPPF) and Town Centres and Retail CPG (2021) are also material considerations.

The key policies for consideration are as follows:

<b>Local Plan Policy G1:</b>	<b>Delivery and location of growth:</b> Supports development which optimises specific sites in relation to design, surroundings, sustainability etc.
<b>Local Plan Policy A1:</b>	<b>Managing the impact of development:</b> Protect the quality of life of occupiers and neighbours.
<b>Local Plan Policy TC1:</b>	<b>Quantity and location of retail development:</b> Promotes the distribution of shopping and related uses in growth areas and centres.
<b>Local Plan Policy TC2:</b>	<b>Camden's centres and other shopping areas:</b> Promotes convenience shopping in Neighbourhood Centres.
<b>Local Plan Policy TC4:</b>	<b>Town centre uses:</b> Manage potential harm to amenity or the local area from the town centre uses.

#### 5. Planning Considerations

This section assesses the development proposals against the key planning policy considerations contained within the adopted policies, and supplementary planning guidance (as relevant).

##### Temporary Change of Use

The suitability of this use within Policies G1, A1, TC1, TC2 and TC4 are the key policy considerations to maintain and promote the vibrancy of CGY as a town centre and retail location.

Policy TC2 specifies the need to maintain vibrancy through the provision of a range of retail units including shops, restaurants, cafes, other food and drink venues and supporting town centre uses.



The proposed SMS and Show Homes involve activities which are considered similar to a retail unit. They will generate a steady stream of footfall to the area in the form of prospective purchasers who wish to inspect brochures and samples of the marketed properties.

The proposed SMS maintains the overall character and appearance of the consented Block A with no proposed external alterations.

Policy A1 specifies the need to protect the quality of life of occupiers and neighbours, ensuring the development contributes towards strong and successful communities.

The unit will maintain an active frontage, in line with the consented retail use and within the CGY main site from January 2024, ahead of the new Morrisons store opening in 2025. The proposed SMS will ensure the retail unit will not be vacant for the early stages of the development. Therefore, the proposed SMS is clearly an appropriate town centre function and should be considered an acceptable use.

At the end of the 10-year period all temporary internal alterations relating to the SMS will be removed, and the SMS use will cease. The unit containing the SMS will return to its permitted use as retail in line with the extant CGY planning permission (ref: 2020/3116/P) and approved description of development. At the end of the 10-year period the Show Homes will be occupied as per their permitted residential use.

I trust the information provided will enable this application to be validated and I look forward to confirmation in due course. If you have any queries or require further detail to determine this application do not hesitate to contact me on 07974 585016 or [lucy.wonnacott@stgeorgeplc.com](mailto:lucy.wonnacott@stgeorgeplc.com)

Yours sincerely,

Lucy Wonnacott  
**Land Buyer**  
**St George West London Limited (SGWL)**