

Application ref: 2023/1099/P  
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Date: 9 May 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

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Lucy Wonnacott  
St George House  
16 The Boulevard  
Imperial Wharf  
Fulham  
London  
SW6 2UB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**Camden Goods Yard**  
**Chalk Farm Road**  
**London**  
**NW1 8EH**

Proposal:

Temporary change of use in Block A of a retail unit (Class E) on ground and mezzanine floors and of 2 residential units (Class C3) on level 02 to a Sales and Marketing Suite (Sui Generis) for 10 years commencing January 2024

Drawing Nos: 1095\_00\_07\_124 Rev. P2; 13508-AR-A1\_2-L00-00-100-P01; 13508-AR-A1\_2-L00-00-101-P01; 13508-AR-A1\_2-L02\_100-00-103-P01; 13508-AR-A1\_2-L00-00-110-P01; 13508-AR-A1\_2-L00-111-P01; 13508-AR-A1\_2-L02\_10-00-113-P02 and cover letter dated 23.3.23 by St George.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The use hereby permitted is for a temporary period only and shall cease on or before 31st January 2034, after which time the premises shall revert to their former lawful uses as retail (Class E) and residential (Class C3).

Reason: In order that the long term use of the site may be properly considered in accordance with policies H3, TC1 and TC3 of the Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:  
1095\_00\_07\_124 Rev. P2; 13508-AR-A1\_2-L00-00-100-P01; 13508-AR-A1\_2-L00-00-101-P01; 13508-AR-A1\_2-L02\_100-00-103-P01; 13508-AR-A1\_2-L00-00-110-P01; 13508-AR-A1\_2-L00-111-P01; 13508-AR-A1\_2-L02\_10-00-113-P02 and cover letter dated 23.3.23 by St George.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 4 Prior to the first occupation of the marketing suite, cycle parking as set out in the cover letter dated 23.3.23 by St George shall be provided in its entirety and permanently retained thereafter.

Reason: To ensure the development provides adequate cycle parking facilities in accordance with the requirements of policy T1 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission:

This application relates to Block A which is currently under construction (granted planning permission ref. 2017/3847/P dated 15/06/2018 as amended by 2022/3646/P dated 29/03/2023). This application seeks to use a ground floor and mezzanine retail unit and two of the residential units at level 02 as a marketing suite to promote and market the building until January 2034. The authorised use of the units are retail (which falls within the new Class E use) and residential (Class C3).

The long-term change of use of the units as a marketing suite would represent a loss of retail floorspace and two residential units for a period of 10 years. Although the retail frontage is not within a designated retail frontage, any permanent change of use from commercial floorspace to a Sui Generis use would be unacceptable as it would be harmful to the vibrancy or vitality of the area. The site will provide 644 new homes and, as the site is currently under construction, none of the housing will be occupied for some time so it is considered that the temporary use of two residential units within Block A will not cause harm to the borough's housing stock in the long term.

On balance, the loss of retail and two residential in the short term would be acceptable considering the scale of the development and would provide short term employment within the Borough as well as marketing assistance in the sale of the residential floorspace across the site. A street presence and activity would be provided with the nature of the use during this period. A condition

would be attached in order to ensure that the premises revert to their original uses within Class E and C3 respectively before the end of January 2034.

No physical alterations to the external facades would be required ensuring there would be no harm to the character and appearance of the building or the surrounding area.

As no external changes are proposed it is not considered that the proposal would result in any detrimental impact upon the residential amenities of neighbouring occupiers. In addition the proposed opening hours of 10:00 to 18:00 Monday to Saturday, 10:00 to 17:00 on Sundays and 10:00 to 16:00 on Bank Holidays are considered reasonable for this use.

The development will provide 5 short stay cycle spaces and 2 long stay cycle spaces. The short stay will be located close to the residential entrance to Block A and the long stay will be accommodated within the residential cycle store within the building before being moved to the commercial cycle parking facilities when they are completed in 2025. These are considered acceptable.

No objections have been received and the site's planning history was taken into account when coming to this decision.

As such, the proposal is in general accordance with policies A1, A4, G1, H3, TC1, TC3 and T1 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the

Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer