

**Date:** 23<sup>rd</sup> May 2023  
**Your Ref:** 2023/0093/P  
**Our Ref:** 15564

# DWD

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Kristina Smith  
Principal Planning Officer  
London Borough of Camden  
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Dear Kristina

## **PLANNING APPLICATION 2023/0093/P**

### **ALPHA HOUSE, 24-27 REGIS ROAD, KENTISH TOWN, NW5 3EW**

#### **APPLICANT RESPONSE TO CONSULTATION OBJECTIONS**

We write on behalf of the Applicant, .Big Yellow Self Storage Company Limited, to respond to the objections received during the consultation period of planning application 2023/0093/P.

In total, 4 objections have been received from the following:

- Councillor Meric Apak
- Councillor Jenny Headlam-Wells
- Kentish Town Neighbourhood Forum (KTNF)
- Kentish Town Road Action (KTRA)

It is noted that none of these objections are from members of the public. The comments share a few similar concerns, so we have grouped these and responded by way of planning topic.

#### **Comprehensive Masterplan**

There were a couple of comments expressing a preference for there to be comprehensive masterplan for the area, and suggesting the Proposed Development is not in keeping with Local Plan Policy G1 consequently.

As set out in the Planning Statement, there is no comprehensive planning permission that has been granted or comprehensive planning application that has been submitted for development of the Growth Area. Furthermore, there is no comprehensive masterplan for the Growth Area. Landowners of a significant area of the Growth Area have chosen not to collaborate in the evolution of a comprehensive masterplan. Therefore, any masterplan that is developed within the Growth Area would not be 'comprehensive' and instead represent 'piecemeal' development in any event.

Meanwhile, the Proposed Development will deliver significant intensification in floorspace of the priority use (industrial) sought within the Growth Area, whilst generating a significant net increase of



jobs primarily associated with start-up businesses and SMEs and securing the most efficient use of a small site located in one of six areas expected to deliver significant growth and meet Camden's strategic needs/objectives.

### Stakeholder Consultation

The Applicant's communication consultants have confirmed that the KTNF were consulted via their website ([www.ktnf.org/contact-us/](http://www.ktnf.org/contact-us/)) and no response was received. The following text was uploaded to their website:

*"We are writing to you on behalf of Big Yellow Self Storage, who are bringing forward proposals for Alpha House at 24-27 Regis Road in Kentish Town.*

*Ahead of launching our public consultation for our plans, we wanted to invite you to discuss the proposals in more detail with Simon Allen, Head of Development at Big Yellow.*

*Alpha House is an industrial-style building previously occupied by the Purpose Group who used it as a warehouse and office space. Big Yellow is looking to create a five-storey facility here, which allows them to respond to increasing demand while prioritising sustainable development and operation and offering significant benefits for employment and businesses.*

*Our proposals include:*

- *Creating new, flexible storage space to meet demand*
- *Offering new, contemporary and high-quality office space*
- *High quality architecture*
- *Increasing landscaping and green areas around the site*
- *Providing affordable and flexible workspaces and storage options for SMEs to support business growth*
- *Prioritising sustainable development to support a greener operation of the future building with green rooftops and PV panels*
- *Targeting an 'Excellent' BREEAM rating and Biodiversity Net Gain of over 10%*

*Big Yellow prides itself on its work to serve local communities, whether it be individuals or businesses who wish to use their services. Big Yellow delivers the latest generation, high-technology self storage facilities in accessible locations at a flexible and fair price, and supports local small to medium enterprises (SMEs) to encourage innovation and expansion.*

*We hope to meet you soon to discuss the plans further, if they are of interest. If so, please do let us know your availability for an online or in-person meeting by contacting the project team via [BigYellowRegis@kandaconsulting.co.uk](mailto:BigYellowRegis@kandaconsulting.co.uk) or calling 07510 371 704."*

It is acknowledged by the Applicant that the KTRA wasn't consulted prior to the submission of the application on the basis that the primary purpose of the group is to promote businesses along Kentish Town Road.

**Biodiversity Enhancements**

As set out in the Biodiversity Net Gain Assessment accompanying the application, the Proposed Development will result in a biodiversity net gain of 14.80% of the pre-development score, which is above the 10% desired by the Environment Act.

**Achieving Zero Carbon**

As set out in the Energy Assessment, the Proposed Development reduces carbon dioxide emissions in line with the London Plan's energy hierarchy and achieves reductions better than carbon neutral.

If you have any queries regarding the contents of this letter, please do not hesitate to contact me via the undersigned.

Yours sincerely,



**Andrew Deller**

**Partner**

**DWD**

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