

**From:** Simon Lear <[simon@camdenfilmquarter.com](mailto:simon@camdenfilmquarter.com)>

**Date:** Monday 22 April 2024 at 21:37

**To:** "[john.legg@planninginspectorate.gov.uk](mailto:john.legg@planninginspectorate.gov.uk)" <[john.legg@planninginspectorate.gov.uk](mailto:john.legg@planninginspectorate.gov.uk)>

**Subject:** Updated & Amended Appeal statement on behalf of Camden Film Quarter - Appeal by: Big Yellow Self Storage Company Limited, Reference - APP/X5210/W/24/3337347

Dear John,

Town and Country Planning Act 1990

**Appeal by: Big Yellow Self Storage Company Limited, Reference - APP/X5210/W/24/3337347**

Site Address: Alpha House, 24-27 Regis Road, Kentish Town, NW5 3EW

As Managing Director of Camden Film Quarter (YC CFQ Ltd), please find set out below our updated and amended Appeal Statement. Camden Film Quarter (YC CFQ Ltd) are the selected development partner of the London Borough of Camden (LBC) in relation to the Regis Road Growth Area (RRGA) as from April 2023. We are a company owned and controlled by Yoo Capital who are also owners of the £1.3 billion investment known as Olympia Kensington as well as Shepherds Bush Market in partnership with Imperial College London and the Saville Theatre in partnership with Cirque du Soleil and Citizen M Hotels. The precise extent of the land which we control or have in partnership, for the purposes of redevelopment is set out in Appendix 1. These holdings comprise 7.3 acres, of the RRGAs which is approximately 22 acres.

In its Statement of Case, the Appellant addresses LBC's reasons for refusal of the planning application as local planning authority. Reason for Refusal 1 (RfR1) is identified as follows:

The proposal, by representing piecemeal development, prejudices the comprehensive redevelopment of the area and fails to promote the most efficient use of land, including the provision of a mix of land uses and supporting infrastructure, contrary to policies G1 (Delivery and location of growth), E1 (Economic development) and H1 (Maximising housing supply) of the Camden Local Plan 2017 and policies SP2 (Kentish Town Potential Development Area) and SP2a (KTPDA – General Development Criteria) of the Kentish Town Neighbourhood Plan 2018.

The Appellant's case in respect of RfR1 is set out at paragraphs 4.3 to 4.70 of its Statement of Case and at various points the Appellant makes references to Yoo Capital and the status of the masterplan for the RRGAs.

We set out below for the Inspector's information a series of material considerations in relation to the determination of the Appeal and specifically considerations relevant to RfR1. We note that these are points of fact and clarification in the spirit of a more accurate base of understanding towards the assessment of LBC's policy requirement for the comprehensive redevelopment of the area and the likelihood of the RRGAs Masterplan being developed.

#### 1. Land Assembly

- a. We contracted with the London Borough of Camden in May 2023 to acquire the LBC land in the RRGAs subject to planning, to undertake the delivery the

Masterplan Vision which has been branded as ‘Camden Film Quarter’, and to both submit a detailed application in a meaningful Phase 1 of the Camden Film Quarter and to actually deliver that Phase 1 through construction, development as well as leasing and operating the spaces within the Phase 1. The Camden Film Quarter will set the vision for the entire Regis Road Growth Area, including an anchor tenant for a significant number of film studios, creative industry, post production offices and the delivery of substantial residential in line with the housing targets of the Kentish Town Planning Framework.

- b. In February 2024, we exchanged contracts with the Regis and McCarthy Families for the purchase of all their land ownership within the RRGGA, subject to securing Planning Permission, extending the land under our partnership as seen in Appendix 1. We can confirm that this land will form part of our more significant Phase 1 planning submission, acting as the catalyst to the Masterplan. We note for strategic reasons that the Regis ownership includes the Regis Road itself, which forms a very important element in the delivery of the Masterplan. There are on-going discussions with further adjacent land owners including Joseph Homes, Create REIT, UPS, Metropolitan Police and Angelana Investments, all of which have an interest in seeing the Masterplan being brought forward to provide a comprehensive and coordinated approach, and form the Landowners Assembly to assist in greater engagement with the comparatively small number of 8 ownerships across the RRGGA of 22 acres.
- c. More recently, the Metropolitan Police have requested that their police station on Holmes Road is also included within the Masterplan boundary, as they see the benefits of this comprehensive and coordinated approach and that the Masterplan principles also apply to their site. Their inclusion has now been confirmed and the expanded Masterplan boundary has been shared with the general public at the recent Masterplan public consultation events on the 16<sup>th</sup>, 18<sup>th</sup> and 20<sup>th</sup> April. The presentation material for these events can be seen via the following link: <https://camdenfilmquarter.commonplace.is>
- d. The conditional land sale agreement as entered into by the London Borough of Camden and Yoo Capital also sets out that we are to use all commercially reasonable endeavours to acquire further sites belonging to third parties within the Regis Road Growth Area. The intension of this is to incorporate these acquisitions into a more extensive planning application and bring forward a wider regeneration of the area in accordance with the Masterplan. This ambition for wider land assembly is to seek to unlock the Regis Road area for comprehensive redevelopment as envisaged in the Kentish Town Planning Framework and the Neighbourhood Plan.

## **2. Camden Film Quarter Active Occupational Demand**

- a. Yoo Capital have now formally collaborated with Places for People Housing Association, to deliver all of the housing as part of the envisioned meaningful Phase I and contractually agreed that Places for People will deliver as a matter of contract 50% Affordable Housing. We can confirm the contract is now legally exchanged.
- b. We have further agreed terms with the National Film & Television School to deliver a school in film and television to enable the NFTS to produce more graduates to the film & television industry which is well recognised to be

severely short of trained professionals. The NFTS will form one of the more important names at Camden Film Quarter to promote education in the industry and provide graduates, some of which can commence their film & television careers at Camden Film Quarter itself.

- c. We have further agreed contract terms with Oxygen Studios, who are behind two of the most successful film & television studios in Greater London and the UK for them to become operating partners at Camden Film Quarter.
- d. Yoo Capital are also in discussions with a number of other film & television industry businesses that we will be adding to the roster of partners very shortly. The intention once the full extent of our partners is published is to seek to create mixed-use floorplates across Camden Film Quarter, adding to the vibrancy of the vision for this regeneration project.

### **3. Public Consultations regarding Camden Film Quarter**

- a. We also have now held public consultations regarding the Camden Film Quarter on 6 occasions commencing in November 2023 in advance of the events held on April 16th, 18th and 20th.
- b. We can confirm that during these public consultations we have met over 437 (162 in November & 275 in April) local area residents, small businesses and stakeholders, and formally announced that we are targeting to submit the masterplan proposal first and then the detailed Phase 1 planning application – both within 2024.
- c. Following the public consultation events, focus will now turn to the coordination of the Masterplan with Camden Council working alongside their planning and regeneration teams and ensuring that the planning framework, local plan and planning policy adequately is reflected in the Masterplan.

### **4. Local Area Land Owners Engagement and Local Area Stakeholder Engagement**

- a. We also confirm we have been in ongoing discussions with
  - i. Joseph Homes (“JH”) who are the development partners of two further landowners with the RRG
  - ii. the Bideford site owners which is adjacent to the Regis land
  - iii. the UPS site ownership
  - iv. the Create REIT ownership
  - v. the Metropolitan Police ownership at the Kentish Town Police Station
  - vi. the Arches Company, who own the railway arches under the railway viaduct within the RRG
  - vii. local residents and other stakeholders along Regis Road
5. All of the above being in keeping with our commitment to LBC to deliver the RRG masterplan vision, the Phase 1 detailed planning application and also to actually financially and physically deliver it. We also committed to engage local area land owners regarding the masterplan vision via our ongoing dialogue with adjacent ownerships and by way of the landowners forum obligations as set out within the conditional land sale agreement, as well as local stakeholders as part of our wider consultation.

## **RRG Masterplan Development**

Our contract with LBC (as landowner) requires us to collaborate with LBC (as Local Planning Authority) to deliver a Masterplan Vision over the full 22 acres within the RRGAs. The obligation is on Yoo Capital at its own cost, to develop a Masterplan that facilitates the delivery of Camden Film quarter. This Vision will facilitate the combination of strategic industry, local community and public benefit, adding to the long-term vibrancy of Kentish Town and wider Camden but also creates the most flexible, robust base from which it can evolve over time to respond to the inevitable changes in the marketplace and industry. As such, our development of that Masterplan has been underway since 2023. We have appointed a full team of professional advisors to develop the Masterplan – with SPPARC Architects appointed as master planner, Montagu Evans as planning advisor, Momentum as transport consultants, Turley as communications consultant, Gardiner & Theobald as cost consultant and Fladgate as legal counsel. We note that both SPPARC and Fladgate have acted for Yoo Capital in relation to the £1.3Bn Olympia masterplan and delivery (which we note achieved planning for 2.25 million square feet in approximately 15 months from commencement of PPA agreements with LBHF), as well as the Saville Theatre in Camden, where Montagu Evans have also acted.

The team has made considerable progress in advancing the Masterplan studies that build on the considerable work undertaken in this regard by LBC in the development of the Kentish Town Framework. The work that Yoo Capital have undertaken to date culminated in the public consultation events this month providing detailed information of the principles of the Masterplan including infrastructure, public realm, land uses, permeability and indications of heights. Using this information, born of detailed survey work and professional analysis, the Masterplan design team will engage in further formal discussions with LBC (as Local Planning Authority, “LPA”) by way of the Planning Performance Agreement that has now been agreed between Yoo Capital & LBC. A series of meetings have been scheduled with LBC, in parallel with a programme of further extensive public and stakeholder engagement, over the next couple of months, with the objective of finalising the Masterplan during the Summer / Autumn of 2024.

Core to the Masterplan is the collaboration and cooperation with adjacent land owners which is demonstrated through our latest land acquisitions, as well as other landowners to bring forward sites for development in accordance with the Masterplan. Through greater dialogue, awareness of the planning process leading to adoption of the Masterplan proposals, as well as providing high level technical assistance and guidance for these owners within the Landowners Assembly, this work seeks to secure a successful and imminent adoption of the Masterplan.

### **Submission of Planning Application**

Once the Masterplan is finalised, YC CFQ Ltd will submit a detailed planning application that incorporates all of its existing contracted land holdings by year end 2024. This programme is currently set out in the Planning Performance Agreement with Camden Council which is now agreed and executed. Currently, that application would seek outline planning permission for the Bideford land, and detailed permission for all land under our control, as well as the Joseph Homes land, forming a very substantial ‘Phase 1’ (10 acres). This would also enable Bideford to be able to follow practically immediately following with ‘reserved matters’ application(s) in relation to their site, further increasing the land with detailed planning permission to approximately 12.5 acres.

## **Conclusion**

For reasons summarised above, we believe the Inspector should have absolute confidence that a comprehensive Masterplan for the RRGAs is underway and will be finalised during summer 2024 with the Phase 1 detailed planning application to follow by year end 2024. The conclusion is that the RRGAs' comprehensive and coordinated redevelopment is well underway driven by the commitment by LBC & YC CFQ Ltd to a comprehensive masterplan approach. This includes land assembly, collaboration with local area landowners and stakeholders, and most critically with significant live active demand that gives confidence not only to the plans but to the actual financial and physical real-life delivery of the Camden Film Quarter.

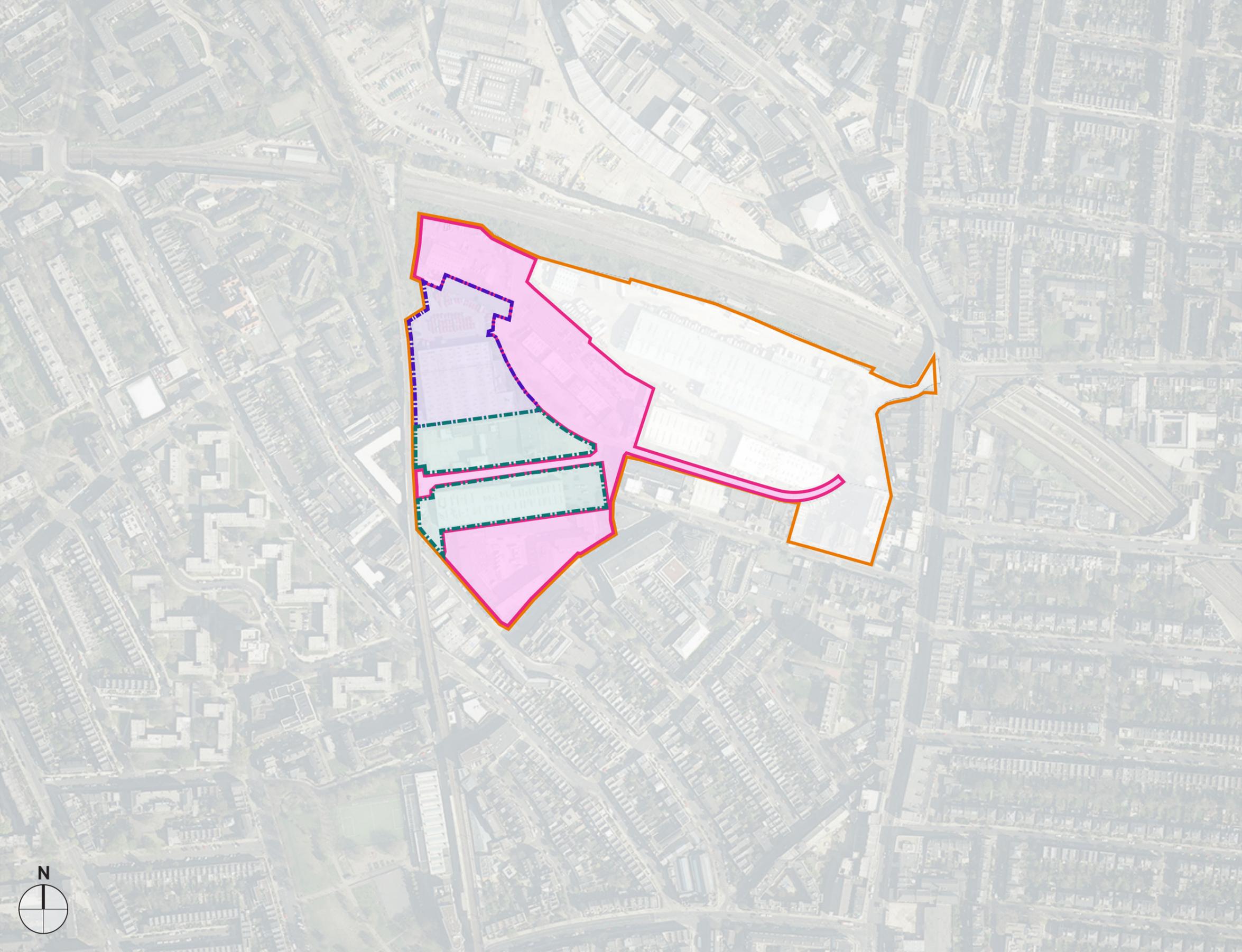
We trust the above is clear. We are available to provide further information.

Regards

Simon

# CFQ MASTERPLAN STRATEGY

RRGA and OWNERSHIP BOUNDARIES



- Regis Road Growth Area
- Yoo Capital Land in Partnership
- Bideford Land
- Joseph Homes Land