

From: Simon Lear
Sent: Tuesday, March 19, 2024 10:06 PM
To: Legg, John
Cc: Gareth Fox; Duncan Field; Lloyd Lee
Subject: 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 Appeal Statement. Camden Film Quarter (YC CFQ Ltd) are the development partner of the London Borough of Camden (LBC) in relation to the Regis Road Growth Area (RRGA) as of May 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 Theater in partnership with Cirque du Soleil and CitizenM Hotels. The precise extent of the land which we control for the purposes of redevelopment is set out in Appendix 1. These holdings comprise 7 acres, 35% of the RRGA which is approximately 20 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 RRGA.

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 RRGa Masterplan being developed.

1. Land Assembly

- a. We are contracted with the London Borough of Camden in May 2023 to acquire the LBC land in the RRGa subject to planning, to undertake the delivery the Masterplan Vision ("Camden Film Quarter"), and to both submit a detailed application in a meaningful Phase I of the Camden Film Quarter and to actually deliver that Phase I through construction, development as well as leasing and operating the spaces within the Phase I. See Appendix 1.
- b. We have further exchanged contracts with the Regis and McCarthy families for the purchase of all their land ownership within the RRGa, subject to securing Planning Permission – please see Appendix 1. We can confirm that this land will form part of our meaningful Phase I planning submission. We note for strategic reasons that the Regis ownership includes the very strategic Regis Road itself

2. Camden Film Quarter Active Occupational Demand

- a. We have further agreed contracts with one of the UK's largest Housing Associations to deliver all of the housing as part of the envisioned meaningful Phase I and contractually agreed that the Housing Association will deliver as a matter of contract 50% Affordable Housing. We can confirm the contract is in the signature process with the Housing Authority Board.
- 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.
- c. We have further agreed terms and are now finalising the contract 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

3. Public Consultations regarding Camden Film Quarter

- a. We also have now held public consultations regarding the Camden Film Quarter on 3 occasions commencing in September 2023 with a fourth to be held on April 16th, 18th and 20th.
- b. We can confirm that during these public consultations we met over 160 local area residents, small businesses and stakeholders, and formally announced that we are targeting to submit the masterplan application

first and then the detailed Phase I planning application – both within 2024.

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 RRGa (please refer to Appendix 1)
 - ii. the Bideford site owners which is adjacent to the Regis land
 - iii. the UPS site ownership
 - iv. local residents and other stakeholders along Regis Road
- 5. All of the above being in keeping with our commitment to LBC to deliver the RRGa masterplan vision, the Phase I 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 as well as local stakeholders

RRGa 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 20 acres within the RRGa. As such, our development of that Masterplan has been underway for several months. We have appointed a full team of professional advisors to develop the Masterplan – with SPPARC Architects as design lead, Montagu Evans as planning advisor, 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 Theater in Camden.

The team has made considerable progress in advancing baseline studies that build on the considerable work undertaken in this regard by LBC in the development of the Kentish Town Framework. Using this information, born of detailed survey work and professional analysis, the Masterplan design team will engage in formal discussions with LBC (as Local Planning Authority, “LPA”) in March 2024. At least two further meetings with LBC, in parallel with a programme of extensive public and stakeholder engagement, are anticipated before Summer 2024 with the objective of finalising the Masterplan during the Summer / Autumn of 2024.

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 a Draft Planning Performance Agreement with Camden Council which is targeted to be agreed shortly. Currently, that application would seek outline planning permission for JH’s and Bideford’s land, and detailed permission for all land under our control, forming a very substantial ‘Phase 1’ (7 acres). This would enable JH to be able to follow practically immediately following with ‘reserved matters’ application(s) in relation to their sites, as well as Bideford owned land.

Conclusion

For reasons summarised above, we believe the Inspector should have significant confidence that a comprehensive Masterplan for the RRG is considerably underway and will be finalised during summer 2024 with the Phase I detailed planning application to follow by year end 2024. The conclusion is that the RRG's comprehensive and coordinated redevelopment is well underway. 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

Simon Lear Managing Director

Camden Film Quarter

2 Bentinck Street London W1U 2FA United Kingdom

Camden Film Quarter is a development project of YC CFQ Limited at the registered address 3rd Floor, Gaspe House, 66-72 Esplanade, St Helier, Jersey, Channel Islands. The project is managed by Yoo Capital through YCIM Developments Limited at the registered address 2 Bentinck Street, London W1U 2FA. The contents of this e-mail and any attachments are confidential to the intended recipient(s) and may be legally privileged. If you are not an intended recipient please notify us and ensure that this e-mail is deleted and not read or copied or disclosed to anyone else. E-mail may be corrupted, intercepted or amended in transit and so we do not accept any liability for the contents received unless they are the same as sent by us. We do not warrant that the message or attachments are virus-free. E-mail sent or received using the Camden Film Quarter or Yoo Capital system may be monitored, intercepted or read by us before or after it reaches the recipient. For information about how we process personal data please see the Yoo Capital privacy notice at www.yoocapital.com