



20TH MARCH  
2025

# Planning Statement

Academic House, 24-28 Oval Road London NW1 7DJ

Iceni Projects Limited on behalf of  
Central Metropolitan Estates

20<sup>th</sup> March 2025

ICENI PROJECTS LIMITED  
ON BEHALF OF CENTRAL  
METROPOLITAN ESTATES

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**Planning Statement**  
ACADEMIC HOUSE, 24-28 OVAL ROAD LONDON NW1  
7DJ



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A1. PLANNING HISTORY TABLE ON ACADEMIC HOUSE.

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# 1. INTRODUCTION

1.1 This Planning Statement is submitted to the London Borough of Camden ('the Council') on behalf of Central Metropolitan Estates ('the Applicant') in support of a planning application at Academic House, 24-28 Oval Road, London NW1 7DJ ('the Site').

1.3 Specifically, this application seeks full planning permission for:

*Change of use from commercial, business and service (Class E) to commercial, business and service use (Class E) and / or education use (Class F1) at Academic House, 24-28 Oval Road, London NW1 7DJ*

1.4 Central Metropolitan Estates is the freehold owner of Academic House. The lawful use of the building is for office use (Use Class E).

1.5 The building is part occupied with a recording studio located on the lower ground floor, with lobby, and office floorspace on ground floor, and office at sixth floor. Floors one to five are currently vacant, having been previously used as office floorspace. The building in its entirety subject of this planning application. The applicant is seeking to make efficient use of the vacant office floorspace by extending the lawful office use of the building to include education use (Use Class F1).

1.6 The applicant acknowledges the importance of maintaining office uses in Camden, and therefore the proposals do not seek to remove the office use but rather introduce flexibility in maintaining the current office use with the addition of education use. This flexibility in use ensures the space can continue being used as an office space whilst ensuring demands for education use can also be met.

1.7 This Planning Statement has been prepared by Iceni Projects Ltd and provides the planning case in support of this planning application for the change of use at Academic House. No internal or external works are proposed in this application. The Planning Statement assesses the proposals in the context of the relevant adopted planning policy and guidance at national, regional, and local levels, together with other material considerations.

## **The Submission**

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1.8 This Planning Statement should be read in conjunction with the other documents submitted in support of this planning application. These documents comprise:

- Covering Letter, prepared by Iceni Projects Ltd;
- Application Forms and Certificates of Ownership, prepared by Iceni Projects Ltd;

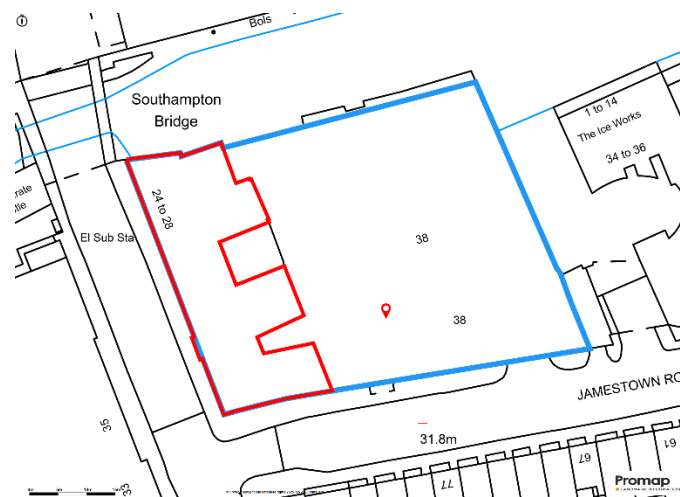
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- Planning Statement, prepared by Icen Projects Ltd;
  - Site Location Plan, prepared by Icen Projects Ltd;
  - Design, Access and Heritage Statement, prepared by Icen Projects Ltd;
  - Transport Statement, prepared by Icen Projects Ltd;
  - Travel Plan, prepared by Icen Projects Ltd;
  - Sustainability Statement, prepared by Icen Projects Ltd;
  - Education Planning Letter, prepared by Dutch and Dutch;
  - Existing and Proposed Drawings, prepared by Lane & Frankham; and
  - Marketing Material Report, prepared by Crompton and Edward Charles & Partner.

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## 2. SITE AND SURROUNDING AREA

- 2.1 Academic House (originally known as Gilbey House) is a prominent 6-storey building located on the corner of Oval Road and Jamestown Road in the London Borough of Camden.
- 2.2 The building is positioned south of Regent's Canal, contributing to the area's historical and architectural landscape. It spans approximately 4,600 sqm and is currently in partial use as an office, and recording studio under Use Class E. The basement is occupied as a recording studios, with offices on ground and sixth floors. The Grade 2 listed building is considered to be a contemporary and modern example of a 1960s concrete building. The entire building which includes the basement, ground and first to sixth floor is the subject of this application.
- 2.3 The wider area has a mixed character, with buildings ranging from 3-6 storeys and a mix of uses including a film production studio and residential apartment building opposite the Site. The 'Pirate Castle' community facility is located to the northwest of the Site with Gilbey's Yard residential development to the north and office and residential uses located to the south.
- 2.4 The Site has an approximate area of 4,600sqm and a Site Location Plan is provided at Figure 2.1.

**Figure 2.1. Site Location Plan**



- 2.5 The Site is located in a highly sustainable location with a Public Transport Accessibility Level (PTAL) of 6a which demonstrates excellent access to public transport. Camden Town Underground Station is located 0.3 miles (7-minute walk) southeast of the Site. Kentish Town West Overground Station is located 0.7 miles (15-minute walk) north of Academic House. Bus services serve Gloucester Avenue, Oval Road, Camden High Street and Regent's Park Road and run every 2 to 5 minutes.
- 2.6 Academic house is in flood zone 1 which has a low probability of flooding from rivers and the sea.

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## **Site Background**

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- 2.7 Academic House, was built in 1871 for Messrs. W. & A. Gilbey Limited, serving as the administrative headquarters for their business as alcohol importers and distillers.
- 2.8 24, 26 and 28 Oval Road is a Grade 2 listed building within the Regent's Canal Conservation Area. The listing relates to the northwest corner of Academic House, which is included in the red line boundary, and the eastern side of Academic House, which is now in use as residential apartments and is included within the wider site ownership.
- 2.9 Academic House underwent significant refurbishment and re-fronting in 1960 as an extension to the original Gilbey House. The listing includes no. 38-46 Jamestown Road. The original block to the southeast is concrete reinforced with hoop iron. It has a rendered exterior with channelled rustication to the ground floor and channelled pilaster strips rising from the first to fourth floors. The building's architectural features and notable construction methods, including reinforced concrete with decorative exterior details, are the reasons for the building's listing.
- 2.10 The proposals do not involve any external or internal alterations to the building's structure or appearance. As such, there would be no impact on the building's architectural or historic character.
- 2.11 Further details on the Site's heritage can be found in the accompanying Design, Access and Heritage Statement, prepared by Icen Projects Ltd.

## **Planning History**

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- 2.12 The site has a detailed planning history with its most recent application seeking the removal of the internal staircase extending between ground to second floor and removal of internal glazed and stud partitions. This was subsequently approved in October 2022 under planning reference 2022/4907/L.
- 2.13 Extensive refurbishment of the ground to the sixth floor was undertaken under planning application reference 2016/5142/PT, approved in February 2017. This refurbishment was part of a broader effort to adapt the building for modern use while preserving its historical significance.
- 2.14 A review of the London Borough of Camden's planning records on the Site's planning history can be found in Appendix 1 of this planning statement.

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### 3. PROPOSED DEVELOPMENT

- 3.1 This section of the planning statement considers the Proposed Development. The development proposals are for the change of use from office (Class E) to flexible office (Class E) and education (Class F1).

The overall objective and intention behind the application is to allow the building to function alternately or simultaneously as commercial, business and services (Class E) and an educational facility (Class F1), responding to the current social and economic market needs of the area and making efficient use of the vacant floor space.

- 3.2 The development proposals for Academic House apply to the entire building which includes the basement floor, ground floor and first to sixth floor. There are no internal or external works proposed as part of this application.

- 3.3 The proposals would optimise the building and contribute towards the Council's objective of sustainable economic growth and enable the delivery of a modern and flexible commercial and education offer that supports the existing business and employment function of the wider area. The change of use would enable the existing use is maintained and would enable a flexible use of the building to allow for educational use.

- 3.4 The proposed work will not involve any changes to the building's structure or appearance, both inside and out. This ensures that the building's architectural and historical significance is fully preserved. A Design, Access and Heritage Statement has been submitted as part of the application and provides further information on heritage considerations.

- 3.5 The inclusion of an educational use would align closely with the current use of the building. The practical operation of the building would remain unchanged. The flexible use would not intensify the use of the building as such; the nature of occupancy would be comparable, with office floorspace and education floorspace being considered similar and complementary in their operation. The change of use would not result in any perceptible change or have any impact on the wider area.

- 3.6 The development has sought to achieve the following objectives:

- Enhance the potential for educational opportunities through the provision of learning facilities for the local community.
- Respond positively to the existing market demands and needs of the area.



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- Allowing for a flexible use of an underutilised office space and make efficient use of an existing building.
  - Retain office use and diversifying the area through mixed-use developments, supporting local economies and promoting education.

### **Description of Development**

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3.7 The proposed description of development is as follows:

*Change of use from commercial, business and service (Class E) to commercial, business and service use (Class E) and / or education use (Class F1) at Academic House, 24-28 Oval Road, London NW1 7DJ*

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## 4. PRE-APPLICATION ADVICE

- 4.1 The Applicant has sought pre-application advice from Camden Council. Following a site visit to Academic House on Thursday 24<sup>th</sup> October 2024, a pre-application response letter was received on the 6<sup>th</sup> December 2024.
- 4.2 Following the recent pre-application submission and pre-application response, the proposals have carefully considered the Council's feedback regarding the flexible use of the building to allow Class E and Class F1 use.
- 4.3 The pre-application advice refers to the Council's Local Plan policy which resists the development of business premises for non-business use unless it can be demonstrated that the building is no longer suitable for the existing business use and the possibility of retaining, reusing or redeveloping the site or building for similar or alternative type of business use has been fully explored over an appropriate period of time.
- 4.4 The proposals would not result in the loss of office floorspace. Indeed, the currently occupied office floor space will remain. The pre-application advice states that "F1 uses do not fall under the definition of a business and employment use, there would still be some level of employment retained in association with an F1 use".
- 4.5 Despite concerted marketing efforts and significant improvements to the building, aimed at enhancing the quality and appeal of the office space to potential tenants, attempts to let the office space have so far been unsuccessful. During pre-application discussions, officers emphasised the importance of providing documented evidence of these marketing efforts to support the case for the proposed development. The pre-application response letter notes that where there is a loss of business use proposed, a marketing exercise must be submitted. As set out above, and notwithstanding that there would be no loss of business floorspace, and the Council's acknowledgment that the proposed Class E/Class F1 Use would retain employment on the site, a marketing exercise has been prepared and submitted in support of the application.
- 4.6 Information has been provided by Compton and Edward Charles & Partner which sets out the recent changes to the commercial property market in the area and then increased demand for educational use buildings. It also provides a detailed account of the marketing activities carried out, including advertising strategies, outreach to potential tenants, and feedback received from the market. It serves to demonstrate the proactive steps taken to let the office floorspace and supports the rationale behind the proposed changes to ensure the site's long-term viability.

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- 4.7 The Site has been marketed for office use for over 2 years since October 2022 by joint agents, Crompton and Edward Charles & Partner. A wide range of property marketing platforms were used with advertisements tailored to attract potential tenants. During this time, the Site has been viewed by potential occupiers, however efforts to lease the space have proven unsuccessful. The Applicant seeks to broaden the use of the building to best utilise the vacant floorspace and make most efficient use of the Site, whilst retaining the existing Class E use.
- 4.8 The information provided by Crompton and Edward Charles & Partner sets out in detail the factors which contribute to the site's suitability for educational uses. These include the population increase in the area of all ages and the need for educational facilities to meet the need to support the growing business sector that is high education and vocational training both of which require classrooms, lecture halls and seminar rooms.
- 4.9 In addition, a letter prepared by Dutch & Dutch demonstrates a rising demand for educational use (Class F1) within Camden, particularly for adult education. The letter highlights the fluctuation in traditional office space demand due to shifting work patterns and technological advancements, which presents an opportunity to repurpose existing commercial buildings for educational purposes. It emphasises the increasing need for learning spaces driven by population growth, vocational training, lifelong learning, and government initiatives supporting education. The letter specifically notes Camden's strategic location and strong transport links, making it an attractive area for educational facilities. This evidence supports the planning proposal by illustrating a clear demand for adult education spaces, reinforcing the suitability of the proposed flexible use.
- 4.10 Therefore, it is considered that the development approach aligns with the Council's guidance to make efficient use of an underutilised building and enhance its functionality, provide support for business uses and secure benefits for local people; a strategic objective of the Local Plan and preserve the building's historic character and external appearance.

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## 5. PLANNING CONSIDERATIONS

- 5.1 This Application has been informed by adopted development plan policies and other relevant guidance. This section of the Planning Statement defines the Development Plan and assesses the proposed development against the relevant adopted and emerging policy and material guidance at national, regional, and local level.

### **Planning Policy Framework**

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- 5.2 Section 38(6) of the Planning and Compulsory Purchase Act (2004) states that planning decisions must be made in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.3 The relevant planning policy context includes:
- The National Planning Policy Framework (NPPF) 2024.
  - The London Plan 2021.
  - Camden Local Plan (adopted 2017).
  - Camden Policy Map (adopted 2017)
- 5.4 The London Borough of Camden Local Plan was adopted in July 2017 and sets out the local plan policies for the vision and strategy for the development of the borough.
- 5.5 Camden is currently drafting its new Local Plan which sets out the vision for future developments in Camden over the next 15 years. Consultation of the new draft Local Plan (Regulation 18) took place from 17th January 2024 and ended on the 13<sup>th</sup> March 2024. As the emerging local plan is currently in the early stages of consultation, the proposals will be assessed against the current adopted plan within this planning statement.
- 5.6 Camden Council also the Camden Planning Guidance (CPGs) that forms part of the material considerations for this application.
- 5.7 The following list of CPGs must be read alongside the adopted policy as well as the most up to date national advice set out in Planning Practice Guidance, the National Design Guide (January 2021) and Historic England Guidance.
- Employment sites and business premises (2021)

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- Developer Contributions (2019)
  - Transport (2021)

- 5.8 The updated National Planning Policy Framework (NPPF) was revised in December 2024 and sets out the Government's economic, environmental, and social planning policies. The NPPF outlines a presumption in favour of sustainable development as being at the heart of the planning system.
- 5.9 The National Planning Policy Guidance (NPPG) is a web-based resource that was published on 6 March 2014 and provides information and guidance on planning. The NPPF and NPPG form material considerations in the determination of the application.
- 5.10 The London Plan was adopted in March 2021 and provides information and guidance on planning for London. It sets out the vision of a more 'design-led' planning process and holds material weight in the determination of this planning application.

#### **Local Plan Designations**

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- 5.11 24-29 Oval Road, London NW1 7DJ is identified in the Policies Map as being within the following designated areas:
- Archaeology Priority Area: Canalside Industry.
  - Conservation Area: Regents Canal.
- 5.12 According to the Government's online mapping system, the Site falls within Flood Zone 1. This means it has a low probability of flooding from rivers and the sea.

#### **Planning Considerations**

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- 5.13 The key material planning considerations have been assessed against planning policies and outlined below.
- 5.14 The relevant planning considerations associated with this application include:
- Land Use (Class E);
  - Retaining Office Use (Class E)
  - Education Use (Class F1)
  - Heritage;

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- Transport;
  - Access;
  - Amenity;
  - Sustainability;
  - Delivery and servicing; and
  - Refuse

5.15 Each consideration is addressed in turn below.

### **Land Use (Class E)**

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5.16 On 21st July 2020, the Government confirmed a number of changes to the Use Class Order. These changes were introduced on 1st September 2020 and are now in force. The principal change to the Use Class Order was the introduction of Class E. Class E has subsumed the previous use classes of Class A1 (retail), Class A2 (financial and professional services), Class A3 (restaurants and cafes) and Class B1 (business). Class E also subsumes some previous Class D1 and D2 uses, including indoor sport, recreation, and fitness, medical or health services (mainly to visiting members of the public), and creches, day nurseries or day centres.

5.17 The Site has been in use as an office since its construction and the existing demise is in lawful Commercial and Business and Services use (Class E).

5.18 The Government's Explanatory Memorandum explains that all of the new uses under Class E are suitable for town centre locations. The Memorandum states that *"changes to another use, or mix of uses, within this class do not require planning permission"*. The Memorandum also notes that *"Bringing these uses together and allowing movement between them will give businesses greater freedom to adapt to changing circumstances and to respond more quickly to the needs of their communities"*. Given the Site's sustainable location on Jamestown Road within the secondary frontage of Camden Town Centre and within a highly accessible location, the broadening of uses permitted on the site would provide greater flexibility and enable uptake of the vacant office floorspace. This would also enhance the vibrancy and vitality of the area, encourage additional footfall with the potential for other spin-off effects.

5.19 Paragraph 124 of the NPPF states that planning policies and decisions should promote effective use of land in meeting the need for homes and other uses. The proposals aim to broaden the use of the property to flexible office and education use, which will accord with national policy in maximising the

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potential of the vacant floors and rejuvenating the space to complement a highly sustainable area of mixed uses.

- 5.20 The Camden Local Plan (2017) sets out the Council's Strategic Objectives to help deliver the vision and objectives of the Plan.
- 5.21 Strategic Objective 1 of the Camden Local Plan seeks to "create the conditions for growth, ensuring it takes place in the most appropriate and sustainable locations and minimises the impacts of development, and to harness the benefits of this growth so it meets the needs of Camden's communities for homes, jobs, services and preserves and enhances the borough's unique character and appearance".
- 5.22 Strategic Objective 2 sees to "secure safe, socially mixed and balanced areas with strong, cohesive and resilient communities to help reduce inequality in the borough, whilst supporting the provision of accessible facilities and services needed to meet community needs".
- 5.23 Of particular relevance to the proposals, Strategic Objective 4 seeks to "strengthen Camden's nationally important economy, in terms of business and employment, the knowledge economy, shopping and entertainment, culture, entertainment and tourism, and to secure benefits for local people to reduce inequalities in the borough through increased access to jobs, skills, training and education opportunities, ensuring nobody gets left behind".
- 5.24 The proposals would fully accord with these strategic objectives of the Local Plan in supporting business growth, providing both employment and educational facilities to meet the needs of the community and in a sustainable location. These objectives clearly demonstrate the inextricable link between business, employment and education; a thread that runs through Section 5 of the Local Plan, 'Economy and jobs'. The relevant policies are explored in more detail below.
- 5.25 Policy G1 'Delivery and Location of Growth', notes that the Council will support growth in promoting the most efficient use of land by supporting a mix of uses where appropriate, in particular in the most accessible parts of the borough. The proposed broadening of use will support proposals for Class E and F1 to help achieve the strategic objectives of the Camden Local Plan and make the most efficient use of land.
- 5.26 The building is part occupied with a recording studio at basement level and offices at ground and 6<sup>th</sup> floors. The remainder of the building is vacant – this space has been subject to extensive marketing however, given the availability of higher-grade office floorspace in key office locations across London and in the borough, it has proven difficult to find suitable occupiers for the vacant parts of the building.

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- 5.27 To ensure the optimum use of the Site and to not extinguish the lawful use of the Site as Class E, a proposal for a flexible dual use of the building combining commercial, business and service (Class E) and educational uses (Class F1) is therefore considered appropriate to ensure the building is optimally used. Whilst there are floors currently occupied by office users, marketing efforts to utilise the remaining vacant floors have been unsuccessful. Therefore, to occupy the vacant floors an integration of education alongside office space not only diversifies the building's use but will also attract a broader range of occupiers and users. The proposals will not result in a loss of employment floorspace as the office use will be maintained and will add a degree of flexibility by enabling an education use. This approach aligns Policy G1 of the Local Plan, ensuring the space remains active and relevant while adapting to changing market demands.
- 5.28 The proposed development aims to make the most efficient use of the underutilised building by extending the use of the site. The Applicant proposes to retain the office use and add an education use to the building for greater flexibility and to allow the building to contribute to a vibrant, mixed-use secondary frontage of Camden Town as set out by Camden Local Plan and National Policy.

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#### **Retaining Office Use (Class E)**

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- 5.29 Local Plan policy E1 'Economic Development' sets out the Council's approach to securing a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses. The Applicant recognises the importance of maintaining existing office development in accordance with the building's use class (Class E) as well as supporting the development of Camden's education sectors. The proposal promotes sustainable development by making better, more efficient use of existing building, with a more flexible, adaptable use of the building whilst retaining the existing Class E use.
- 5.30 The full planning permission would allow the flexibility to engage both Class E and Class F1 users to optimise the building which has been largely vacant for an extensive period of over two years, as evidenced in the marketing exercise undertaken by Crompton and Edward Charles & Partner. This accords with Local and National policy relating to town centres which seek to promote thriving and active town centres.
- 5.31 Furthermore, Camden's Local Plan policy E2 'Employment Premises and Sites', seeks to protect premises or sites suitable for continued business use. Policy E2(g) notes that the council will consider higher-intensity development of premises or sites suitable for continued business use provided that the proposed scheme would increase employment opportunities for local residents, including training and apprenticeships.
- 5.32 Broadening the use of the building to include office and education uses optimises the Site's utility, offering opportunities for employment and training in line with Camden's policies E1 and E2. In



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addition, and of importance when considering the proposals, the change of use would not constitute a loss of office floorspace, rather the floorspace would be subject to a degree of flexibility that would ensure its optimum use and contribution to the local economy. The proposals will not result in the loss of the occupied office floorspace, it is intended that existing tenants will remain in situ. Furthermore, the proposals will not extinguish the existing use of the site for Class E use but would enable the use of the building for both Class E and complementary Class F1 use.

- 5.33 In addition, the full planning permission would enable the provisions of the prior approval under Class V of the GPDO to be applied. The building could revert back to the former use at the 10-year period. It should not be assumed that the building would necessarily fall into education use on a permanent basis. The permitted development right allows use of the building for both the existing and/or proposed use simultaneously or exclusively for a period of 10 years at which point the building's lawful use would be established.

#### **Education Use (Class F1)**

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- 5.34 Local Plan policy C2 'Community Facilities', supports the investment plans of education bodies to expand and enhance their operations. The proposals will encourage employment opportunities and provide an educational facility in a highly accessible location in the London Borough of Camden to meet local needs.
- 5.35 Paragraph 135(e) of the NPPF (2024) seeks to ensure developments optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development. The proposed change of use from office space to a combined office and education facility presents a significant opportunity for the council to enhance education uses and support workforce development. By allowing this change, the council can facilitate a dynamic environment where professional training and educational programs can operate, grow and thrive alongside business floorspace. This approach not only creates a more diverse use of the space but also addresses the growing demand for skills development in a rapidly evolving job market. Furthermore, the initiative aligns with the council's objectives to promote lifelong learning and economic growth in the area, ultimately benefiting local businesses and residents.
- 5.36 Camden's population is forecasted to grow nearly 2,000 annually until 2031 as noted in paragraph 10.1 in the Camden Local Plan (2017). The Plan includes a borough-wide target of 281 additional adult learning places required to meet the growth in population over the Plan period. The proposals would help to meet increasing education needs for residents and provide long-term education facilities to the growing population of Camden.
- 5.37 Paragraph 5.33 of the Local Plan stated that the Council recognises that jobs are provided by many types of uses with in the borough and not just those based in office or industrial premises. These

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include shops and markets, hotels and restaurants, leisure and tourism as well as knowledge-based sectors such as health and education. Policy E2 'Employment premises and sites' protects premises for business and services that provide employment for residents and those that support the functioning of the CAZ of the local economy. Also of note is that Policy E1 'Economic development' Part i recognises education use as an employment generating use.

## **Heritage**

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- 5.38 National Policy paragraph 196(a) sets out the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. Furthermore, Local Plan Policy D2 'Heritage', states that the Council will preserve and where appropriate, enhance Camden's rich and diverse heritage assets and their setting, including conservation areas, listed buildings and archaeological remains.
- 5.39 Academic House occupies a plot bordered by Jamestown Road, Oval Road, and Regent's Canal, next to Southampton Bridge (also known as Oval Road Canal Bridge). Parts of the building are Grade II listed and lie within the Regent's Canal Conservation Area under the Planning (Listed Building and Conservation) Act 1990 (as amended).
- 5.40 The Site was later refurbished and re-fronted in the 1960s as an extension to the adjacent building to the west, known as Gilbey's House. Gilbey's House was formerly used as a gin distillery and is now occupied by residential apartments. The building is considered an early example of reinforced concrete construction which also incorporated technical innovations including foundations floating on cork insulation to protect the alcohol from the vibration of nearby trains.
- 5.41 38-40 Gilbey's House, Jamestown Road, does not form part of the red line boundary or proposed change of use for this application; it is situated within the Applicant's ownership and encompasses the outline of the listed building. The proposals have been informed by a review of the building's history and context, including earlier phases of alterations, demonstrated through the site's planning history (Appendix 1).
- 5.42 Introducing an educational component not only optimises the site but also aligns with its historical significance by ensuring continuous, active use, which is essential for its upkeep and conservation. The dual function of office and education uses is complementary, fostering a dynamic environment while respecting its architectural integrity. The proposals to change the use of the building do not result in any material change or any internal or external alterations to the listed building and are in accordance with national and local policies.
- 5.43 The Design, Access and Heritage Statement provides further information on the building's heritage.

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## **Transport**

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- 5.44 Local Plan Policy T2 'Parking and car-free development' notes the Council will limit the availability of parking and require all new developments in the borough to be car-free.
- 5.45 There are currently 39 no. parking spaces, located in the basement of Academic House, all of which are allocated for the residents of the adjoining residential block. Tenants, users and visitors to the Site will not be permitted to park on the Site. There are 100 cycle parking spaces available for occupants of the building. The existing cycle parking facilities are sufficient to accommodate the current and future trips generated and are expected to adequately support both office and education use.
- 5.46 The proposals would therefore align with Local Plan Policy T1 'Prioritising walking, cycle and public transport in promoting sustainable transport modes. The existing access arrangements will be maintained. Given the similar nature of the existing and proposed uses, it is expected that the transport impacts will be negligible.
- 5.47 Further details on Transport considerations can be found in the accompanying Transport Statement and Travel Plan.

## **Access**

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- 5.48 Camden Local Plan Policy D1 'Design', requires high quality and good design in developments to enable inclusivity and accessibility for all. The upper floors of the building are designated as office spaces, mainly featuring open-plan layouts with some enclosed offices and meeting rooms. The Site's main access point is from Oval Road, which is through the ground-floor lobby area. The ground-floor entrance leads to a reception area, lift, and stair core. The proposed change of use will not change the access arrangements currently on site.
- 5.49 The Site is in a highly accessible location with a high PTAL rating of 6a. Camden Town station is a 10-minute walk from the Site, along with multiple bus routes serving Camden High Street. Bus services include Gloucester Avenue and Parkway located south of the Site from Oval Road and Camden High Street and Regent's Park Road located southeast of the Site from Jamestown Road. Bus services run frequently every 2-5 minutes.
- 5.50 The proposals to enable the flexible use of the building for Class E and Class F1 floorspace would not generate an increase in footfall or vehicular traffic. It is expected, given the Site's high public transport connectivity, that users of the building will travel to the building by walking or cycling or other sustainable transport modes.
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## **Amenity**

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- 5.52 Policy A1 of the Local Plan 'Managing the impact of development', highlights the standard of amenity and seeks to protect the quality of life of occupiers and neighbours. The proposed flexible change of use to allow both office (Class E) and educational use (Class F1) is designed to operate in a manner that is consistent with the existing use of the building. The nature of the activities associated with both office and education uses are inherently similar in terms of intensity, frequency, and the type of trips to and from the site typically observed.
- 5.53 Given the similarity in the nature of the existing office use and the proposed education use, it is anticipated that there will be no significant impact on the amenity of neighbouring properties. It is not expected that there will be any increase in footfall as education use would be considered comparable to office use in terms of function and operation. The building will continue to operate predominantly during regular business hours, aligning with the existing office operations, ensuring that the surrounding area will not experience any new or intensified disturbances.
- 5.54 The education use, falling under Class F1, will involve a comparable level of foot traffic to the existing office use. Users of the education facility, whether they be staff, students, or visitors, will adhere to similar arrival and departure patterns as office workers and will be checked in from the reception area. As such, the flow of individuals to and from the building will not substantially differ from the established office use, thereby maintaining the existing arrangements.
- 5.55 The dual use will not lead to any change in the external appearance and no material change to the function of the building, thereby ensuring that the amenity, character, and appearance of the surrounding area remain unaffected and would accord with Policy A1 of the Local Plan.

## **Sustainability**

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- 5.56 Camden Local Plan Policy CC1 (Climate Change Mitigation) requires all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during constructions and occupation. The policy seeks to ensure the location of development and mix of land uses minimises the need to travel by car and help support decentralised energy networks.
- 5.57 Paragraph 11 of the NPPF acknowledges that at its heart is a "presumption in favour of sustainable development", and that development proposals that accord with an up-to-date development plan should be approved without delay.
- 5.58 The proposed development promotes sustainability through reuse and optimising the existing building for flexible office (Class E) and educational (Class F1) uses. It ensures minimal environmental impact, maintaining existing transport movements while integrating energy-saving

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measures where possible. With a car-free approach, the site benefits from excellent public transport links, encouraging walking and cycling. The flexible land use supports long-term economic and community benefits by keeping the space adaptable and future-proof. Overall, the repurposing and optimisation of the building fully align with local and national sustainability policies.

- 5.59 Please refer to the accompanying Sustainability Statement for further details on sustainability.

### **Delivery and Servicing**

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- 5.60 Camden Local Plan Policy T4 'Sustainable movement of goods and materials' promotes the sustainable movement of goods and materials. Deliveries to the site are via Oval Road which allows direct access to the entrance of Academic House.
- 5.61 The building is currently serviced through the front entrance to the southwest of the site along Oval Road with 24/7 access. There is additional access to the building from the northwest. Both access points lead to the goods lift which serves ground to sixth floors.
- 5.62 The bin store is located on Jamestown Road and is shared with the adjoining building, Gilbey House. Currently there are three commercial municipal waste bins and one commercial recycling bin. Municipal bins are collected twice a week, Tuesday, and Thursday at around 06:30am and recycling is collected once a week on Thursday, by Veolia on behalf of Camden Council. The proposals will not change the existing refuse management on the Site.
- 5.63 The proposals do not result in any changes to the existing delivery and servicing arrangements currently on Site.

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## 6. S106 OBLIGATIONS

6.1 Regarding S106 obligations, it is understood that in accordance with the Camden Local Plan that applications that result in the loss of office floorspace have been subject to S106 agreements. The pre-application response states that “there may be a requirement for end use phase obligations such as discounted or free courses for local residents as well as employment or work experience opportunities through Good Work Camden or work experience teams”. The Council’s Employment Sites & Business Premises CPG states that “a S106 contribution would be required if there is a loss of nett employment space/office of 500sqm”. It also states that developers will be expected to assist with training and employment initiatives where the development impacts on the availability for jobs for Camden residents including for:

- Any commercial land use where the proposed development could offer local employment opportunities, or would have the potential to provide it on account of its floorspace (i.e. greater than 1,000 sqm)
- A development with floorspace greater than 1,000 sqm
- Where developments result in the loss of displacement of existing employment opportunities and
- Major infrastructure or development project involving significant construction contracts.

6.2 Paragraph 49 explains the rationale for the 1,000 sqm threshold – which is based on net additional floorspace and the potential construction costs exceeding £3 million. It is clear therefore, that this is designed for larger schemes and where there would be a loss of existing employment opportunities.

6.3 This full planning permission application is seeking to bring back into use vacant floorspace and for a complementary employment use. It is not intended to extinguish the Class E floorspace and it would be possible to use the site for both Class F1 and Class E uses. It therefore would not result in a loss of net employment space/office, considering also that the education use is considered an employment generating use as set out in Local Plan Policy E1.

6.4 There are no construction works proposed and therefore it is not expected that the applicant would be subject to obligations relating to construction and training opportunities.

6.5 Finally, and with reference to Regulation 122, any obligations will need to be:

1. Necessary to make the development acceptable in planning terms

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2. Directly related to the development and
  3. Fairly and reasonably related in scale and kind to the development.

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## 7. CONCLUSION

- 7.1 This Planning Statement has been prepared in support of a planning application that seeks full planning permission for the change of use to allow flexible use of the building for office (Class E) and education (Class F1) use. This would constitute an efficient and sustainable use of the underutilised building. The proposals would allow the building to function simultaneously as an office and an education facility, whilst having no impacts upon the internal or external appearance and character of the listed building or setting of the Conservation Area.
- 7.2 The proposed internal alterations would deliver a number of planning benefits which include:
- Enhance the potential for educational opportunities through the provision of accessible learning facilities for the local community, including training programs, adult education, and vocational courses.
  - Respond positively to the existing market demands and needs of the area.
  - Allowing for a flexible use of an underutilised office space and make efficient use of an existing building.
  - Retain office use and diversifying the area through mix-use developments, supporting local economies and promoting education.
- 7.3 Overall, the proposals are considered to constitute a sustainable re-use of the existing underutilised building in a highly sustainable location in accordance with the relevant planning policies of the Development Plan.
- 7.4 It is therefore considered that the development should be supported, and planning permission to be granted without delay.



## A1. PLANNING HISTORY TABLE ON ACADEMIC HOUSE.

Reference	Address	Description	Decision Date	Status
2022/4907/L	24-28 Academic House, H Bauer Publishing Oval Road London, Camden NW1 7DT	Removal of internal staircase extending between ground and 2 <sup>nd</sup> floors and removal of internal glazed and stud partitions.	6 Oct 2022	Granted
2021/2360/P	Academic House 24-28 Oval Road London NW1 7DJ	Details of external noise levels from plant machinery and anti-vibration mitigation measures in relation to conditions 4 and 5 of 2016/5142/P, 03/02/2017, for; Reprovision and installation of plant on roof; internal refurbishments.	7 Apr 2022	Granted
2019/4014/P	Academic House 24-28 Oval Road LONDON NW1 7DT	Installation of 4no pole mounted antennas, 1no pole mounted transmission dish, 2no GPS modules, 6no equipment cabinets, 1no GRP screen and ancillary works thereto.	23 Jul 2020	Withdrawn
2019/4502/L	Academic House 24-28 Oval Road	Installation of 4no pole mounted antennas, 1no pole mounted transmission dish, 2no GPS modules, 6no equipment cabinets, 1no	23 Jul 2020	Withdrawn

	LONDON NW1 7DT	GRP screen and ancillary works thereto.		
2017/2226/L	H Bauer Publishing Academic House 24-28 Oval Road LONDON NW1 7DT	Condition 4b and 4c of 2016/5164/L granted on 03/02/2017	27 Feb 2018	Granted
2017/2227/P	H Bauer Publishing Academic House 24-28 Oval Road LONDON NW1 7DT	Condition 4 and 5 of 2016/5142/P granted on 03/02/2017. (Noise)	26 Mar 2018	Granted
2017/6477/L	Academic House 24-28 Oval Road LONDON NW1 7DJ	Installation of new boiler equipment in the goods lift lobby, including glazed partition screens, new service risers and strengthening the structural beam within 1930's Grade II listed office building.	7 Sep 2018	Granted
2017/5646/L	Academic House 24-28 Oval Road LONDON NW1 7DJ	Alterations to the reception area by way of new flooring and wall panels, new suspended ceiling, painting, and decorating	3 Jan 2018	Granted
2016/5142/P	Academic House 24-28 Oval Road LONDON NW1 7DT	Reprovision and installation of plant on roof; internal refurbishments.	3 Feb 2017	Granted

2016/5164/L	Academic House 24-28 Oval Road LONDON NW1 7DT	Internal refurbishment of interconnected warehouse and office buildings, including installation and reprovision of plant on roof, new staircase, strip-out and reorganisation of services and partitions.	3 Feb 2017	Granted
2016/3257/L	Academic House 24 Oval Road London NW1 7DJ	Installation of 6no antennas (4 face mounted and 2 pole mounted); 6no. radio equipment cabinets and GRP screen with associated ancillary development at roof level	14 Sep 2019	Granted
2016/2814/P	Academic House 24 Oval Road London NW1 7DJ	Installation of 6no antennas (4 face mounted and 2 pole mounted); 6no. radio equipment cabinets and GRP screen with associated ancillary development at roof level	14 Sep 2016	Granted
2014/7509/L	Royal National Institute for the Blind, Academic House 24 Oval Road London NW1 7DJ	Installation of 6 antennas, 2 microwave dishes, and 2 equipment cabinets with GRP screens and associated ancillary equipment at roof level.	20 Mar 2015	Refused
2014/6766/P	Royal National Institute for the Blind, Academic House 24	Installation of 6 antennas, 2 microwave dishes, and 2 equipment cabinets and GRP screens with associated	20 Mar 2015	Refused with appeal dismissed on 29 <sup>th</sup> Sep 2015.

	Oval Road London NW1 7DJ	ancillary equipment at roof level.		
LEX0100888	ACADEMIC HOUSE 24- 28 OVAL ROAD LONDON NW1 7DJ	Installation of six additional air conditioning units plus acoustic screens on the roof of building. As shown on drawing numbers: AH3/02/03, 03A & Q24490799/9/13	09 May 2002	Granted Listed Building Consent
LEX0000867	ACADEMIC HOUSE 24- 28 OVAL ROAD LONDON NW1 7DJ	Internal alterations from ground to sixth floors. As shown on drawing numbers: A4 size Ordnance Survey extract; 1159/OG/EX; 1159/01/EX to 1159/06/EX inclusive; 1159/OG/BR; 1159/01/BR to 1159/06/BR inclusive and 1159/11 spec (outline specification).	19 Dec 2000	Granted Listed Building Consent with Conditions
LEX0000294	ACADEMIC HOUSE 24- 28 OVAL ROAD LONDON NW1 7DJ	Submission of details of section and elevation of the new fascia/soffit, pursuant to additional condition 02 (a) of the listed building consent dated 1 <sup>st</sup> September 1999 (Reg No. LE9900438). As shown on drawing numbers: 9915 [15.1]01 Revision A, 9915 [15.2]01 Revision PA to 9915 [15.2]03 Revision PA inclusive, 9915/SK103, 9915 [72.1]01 Revision A to 9915 [72.1]05 Revision A inclusive.	23 May 2000	Granted Listed Building Consent with Conditions

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LE9900438	ACADEMIC HOUSE 24- 28 OVAL ROAD LONDON NW1 7DJ	The removal of existing glazed entrance lobby screen and replacement with new glazed entrance screen and internal alterations and refurbishment of lift, lobby, and reception area, as shown on drawing numbers: SK1 to SK18 inclusive and schedule of proposals.	1 Sep 1999	Granted Listed Building Consent with Conditions
LE9700022	Academic House, 24-28 Oval Road, NW1	Erection of a single storey extension at roof level to provide additional office space.	20 Oct 1997	Grant Listed Building Consent
PE9606145	Academic House 24-28 Oval Road NW1	Erection of a single storey extension at roof level to provide additional office space. (Plans submitted).	16 Jan 1997	Withdrawn