

RW/P6354  
24 June 2016

London Borough of Camden  
Regeneration and Planning  
5 Pancras Square  
London  
N1C 4AG

Dear Sir/Madam

**Submission of Planning Applications at St George's Mews and Gloucester Ave  
Planning Portal References: PP-05266576 and PP-05261356**

On behalf of our client, Mr Alex Bard, we enclose two planning applications for a land use swap between two properties in the Primrose Hill Conservation Area. The two sites are Flat 5, 136 Gloucester Avenue and 10-12A St George's Mews.

The descriptions of development for the two applications are:

**Site 1: 136 Gloucester Avenue**

*Use of Flat 5 as offices (Class B1)*

**Site 2: 10-12A St Georges Mews**

*Use of the building as a single family dwelling (Class C3)*

The two site lies in close proximity to each other in Primrose Hill and comprise roughly the same floor area. The site at Gloucester Avenue was converted from offices to residential use between 2013 and 2015 whilst the St George's Mews site is lawfully in office use and was last occupied by a company called Want Marketing Ltd.

St George's Mews is protected by an Article 4 direction removing the permitted development right to change from Class B1A offices to Class C3 residential; hence the requirement for a planning application.

In support of the application we enclose the following documents:

- Application forms
- CIL Questions
- Planning Statement
- Design and Access Statement containing:
  - Existing and Proposed Drawings for both sites

10-12A St George's Mews and 136 Gloucester Avenue  
24 June 2016

- Approved Document M compliance schedule
- Lifetime Homes Compliance Schedule

Individually, each application would ordinarily be considered contrary to the adopted local plan – the Development Policies and Core Strategy. However, by linking the two applications together, there is a compelling argument that there is no material loss of residential accommodation and no material loss of offices. Hence, there is no planning harm. The applicant proposes to link the two planning applications via a Unilateral Undertaking under S106 of the Town and Country Planning Act 1990. The proposed trigger will be that the proposed office occupation of No.136 Gloucester Avenue cannot commence until 10-12A St George's is ready for residential occupation.

The planning fee of £385 in respect of the application at 136 Gloucester Avenue has been paid by cheque under separate cover. The application for 10-12A St George's Mews is exempt from a planning fee because the proposal relates to works that require planning permission only by virtue of an Article 4 Direction of the Town & Country Planning (General Permitted Development) Order 1995.

Yours faithfully

*RWinkley*

For and on behalf of  
Rolfe Judd Planning Limited