



## Arches 30-38, adjacent to 5 Prowse Place and 156 Camden Street, London, NW1 9PN

**Planning Statement**

On behalf of **St Mungo's**

**St Mungo's**  
Ending homelessness  
Rebuilding lives

Project Ref: 45606 | Rev: AA | Date: February 2020

---

Registered Office: Buckingham Court Kingsmead Business Park, London Road, High Wycombe, Buckinghamshire, HP11 1JU  
Office Address: 33 Bowling Green Lane, London, EC1R 0BJ  
T: +44 (0)203 824 6600 E: PBA.London@stantec.com

## Document Control Sheet

**Project Name:** Arches 30-38, adjacent to 5 Prowse Place and 156 Camden Street

**Project Ref:** 45606

**Report Title:** Planning Statement

**Doc Ref:** A

**Date:** 25/02/2020

	Name	Position	Signature	Date
<b>Prepared by:</b>	Annie Taylor	Senior Planner	AT	25.02.20
<b>Reviewed by:</b>	Jill McGregor	Senior Associate	JM	25.02.20
<b>Approved by:</b>	Kieran Rushe	Director	KR	25.02.20
<b>For and on behalf of Stantec UK Limited</b>				

This report has been prepared by Stantec UK Limited ('Stantec') on behalf of its client to whom this report is addressed ('Client') in connection with the project described in this report and takes into account the Client's particular instructions and requirements. This report was prepared in accordance with the professional services appointment under which Stantec was appointed by its Client. This report is not intended for and should not be relied on by any third party (i.e. parties other than the Client). Stantec accepts no duty or responsibility (including in negligence) to any party other than the Client and disclaims all liability of any nature whatsoever to any such party in respect of this report.

## Contents

<b>1</b>	<b>Introduction.....</b>	<b>1</b>
<b>2</b>	<b>Site and surroundings .....</b>	<b>3</b>
	2.2 Planning History .....	3
<b>3</b>	<b>The Proposals.....</b>	<b>5</b>
	3.2 The Proposals .....	6
<b>4</b>	<b>Relevant Planning Policy.....</b>	<b>10</b>
	4.1 Development Plan .....	10
	4.2 Other Material Considerations.....	11
<b>5</b>	<b>Key Planning Issues.....</b>	<b>14</b>
	5.2 Principle of Development and the loss of employment floorspace .....	14
	5.3 Impact on the conservation area and designated heritage assets.....	18
	5.4 Impacts on the residential amenities of neighbouring residential occupiers .....	19
	5.5 Transport and parking impacts.....	21
<b>6</b>	<b>Conclusions .....</b>	<b>23</b>

## Tables

Table 2-1 Planning History of the Site .....	3
Table 6-1 Default Employment Density Assumptions (sqm per worker GIA) by Use Class (table 3.3 taken from LESD 2016).....	17
Table 6-2 Full Time Equivalent Jobs Generated by Existing and Proposed Uses.....	17

## Appendices

Appendix A	Marketing Evidence
------------	--------------------

This page is intentionally blank

# 1 Introduction

- 1.1.1 Stantec UK Limited ('Stantec') are instructed by St Mungo's Community Housing Association ('The Applicant' or 'St Mungo's') to prepare a Planning Statement in support of a planning application for a change of use of Arches 30-38, adjacent to 5 Prowse Place and 156 Camden Street, London, NW1 9PN ('The Site')
- 1.1.2 The planning application is made for:
- 'Change of use from Sui Generis to a mixed D1, B1 and A1 use and other associated works including minor alterations to the external facades to accommodate new plant and the provision of landscaping and cycle parking.'*
- 1.1.3 The existing use of the Site is a Sui Generis use comprised of a mix of A1, B2 and B8 uses and permission is sought to change the use of the Site to a mixed D1, B1 and A1 use to enable use of the unit as a St Mungo's Recovery College.
- 1.1.4 No additional floorspace or extension to the unit is proposed.
- 1.1.5 St Mungo's flagship Recovery College is currently located on Rushworth Street in the London Borough of Southwark. The Rushworth Street lease expires in September 2020 and there is no option to extend it. As such, St Mungo's are looking to relocate its Rushworth Street Recovery College to the Site and the College will complement existing services provided by St Mungo's in LB Camden.
- 1.1.6 This report provides a description of the proposals and assesses the proposals against the development plan and other relevant material considerations.

## Supporting Documents

- 1.1.7 This Planning Statement should be read in conjunction with the following:
- i. Application forms and certificates prepared by Stantec;
  - ii. CIL Questions Form prepared by Stantec;
  - iii. Existing and proposed plans prepared by KC+A architects;
  - iv. Design and Access Statement prepared by KC+A architects
  - v. Noise Assessment prepared by Air & Acoustic Consultants;
  - vi. Energy Statement and BREEAM pre-assessment prepared by MES Building Solutions;
  - vii. Marketing evidence prepared by Grant Mills Wood (included at Appendix A of this statement); and
  - viii. Transport Statement prepared by TPA.

## Structure of Report

- 1.1.8 This Planning Statement is structured as follows:
- Section 2 details the site and surroundings and provides a summary of relevant planning history;

- Section 3 summarise pre-application engagement and details the proposals;
- Section 4 summarises the relevant planning policy;
- Section 6 assesses the proposals against planning policy and other material considerations; and finally
- Section 7 concludes.

## 2 Site and surroundings

- 2.1.1 The Site extends to 0.23 ha and is located within the administrative boundary of LB Camden ('the Council').
- 2.1.2 The Site comprises of a row of double height railway arches beneath the London Overground line that runs from east to west across the Site, with external courtyards to the front and rear.
- 2.1.3 Existing floorspace in the arch totals 1,335 sqm GIA across the ground floor and a mezzanine level. The railway arches are linked internally at ground floor level.
- 2.1.4 The Site is bound to the north and south by a mix of residential dwellings and offices; to the east by Prowse Place; and to the west by Camden Street. The surrounding area comprises a mix of residential and commercial uses.
- 2.1.5 Vehicular access into the Site is via the two access points leading onto Prowse Place either side of the railway line. There is also a secondary pedestrian access into the southern courtyard from Camden Street.
- 2.1.6 The Site is located within the Jeffreys Street Conservation Area and within the Camden Town Business Improvement District. The site also abuts the Kentish Town Neighbourhood boundary area to its western boundary.
- 2.1.7 The Site is vacant and was previously occupied by a single tenant (Warren Evans) who operated the site as a bed showroom for a period of at least 10 years before going into receivership in February 2018. The Site has remained vacant since then and its lawful use is a Sui Generis use comprising of a mix of retail show rooms (Class A1), general industrial (Class B2) and storage space (Class B8) with no restrictions or conditions on the split of uses.
- 2.1.8 The Site has a Public Transport Accessibility Level (PTAL), a measure which rates locations by their distance from frequent public transport services, of 6b, where PTAL 6b is the best level of accessibility and PTAL 0 is the worst level of accessibility.
- 2.1.9 The nearest bus stop to the site is located on Camden Street, adjacent to the Site's western boundary (Camden Gardens Stop D). The nearest underground station is Camden Town, approximately 291m to the south-west of the Site, which is served by the Northern Line. Camden Road overground train station is located approximately 75m to the east of the Site and provides services between Stratford, Clapham Junction and Richmond.

### 2.2 Planning History

- 2.2.1 The table below sets out the planning history directly relevant to the Site.

Table 2-1 Planning History of the Site

Ref no.	Description	Decision	Date
2018/2334/A	Display of 1x externally illuminated freestanding advertisement hoarding (with printed PVC banner to face) facing Camden Street until 01/06/2023	Withdrawn	Unavailable
2012/5913/T	Along Rear/Side Boundary: 1 x Sycamore - Remove one limb. Pollard remaining of the tree.	No Objection	21/11/2012
2008/4000/P	External alterations to the facades and associated yards for the existing manufacturing and showroom use (Use classes A1, B2 and B8).	Granted	23/03/2009

2008/5425/C	Conservation Area Consent - Demolition of structures within the north and south yards and demolition of the entrance annexe on the Camden Street frontage of the building (Use classes A1, B2 and B8).	Granted	23/03/2009
CE9900045	The demolition of a single storey brick and timber building to provide improved turning and parking facilities, as shown on one A4 size sheet.	Granted	21/01/1999
H12/23/C/28266	Extension of existing means of access from 16 feet to 25 feet.	Refused	04/07/1979
H12/23/C/8938	The provision of a means of access to the highway between 156 Camden Street, N.W.1. and the railway bridge to serve the site of New Berkley Works, Prowse Place, N.W.1.	Granted	09/09/1970
H12/23/C/5818	The use of 158 Camden Street and railway arches Nos. 30, 31 and 32 Prowse Place, Camden as a wholesale warehouse.	Granted	31/10/1968

2.2.2 As set out above there are no conditions or restrictions on the split of uses of the lawful use of the Site approved under 2008/4000/P.



## 3 The Proposals

### Pre-application engagement

3.1.1 Pre-application advice was sought in 2019 by the freeholder of the Site (Arch Company) for a flexible use of the site for Use Classes B1, A1 and D1. A written response was received on the 30<sup>th</sup> October 2019 (LPA Ref: 2019/4689/PRE) and the advice received is summarised below:

- Although the existing lawful use of the site remains in a sui generis use class, it is in fact constituted of a number of separate uses that includes employment floorspace (i.e. use class B1). The Council would seek to protect this employment floorspace as a minimum.
- An 'open' flexible permission to include use classes A1/B1/D1 would be unlikely to be supported by officers owing to the lack of clarity relating to the resulting operational impacts, potential loss of employment floorspace, potential impacts upon neighbouring communities as well as inappropriate siting.
- Each of the proposed uses would likely be permissible on site on a restricted basis.
- The use of the entire premise for B1 purposes would likely be supported, subject to more detailed assessment of the resulting operational impacts (i.e. servicing and transport assessments) as well as ensuring suitable provision for SMEs.
- Were permission sought for the use of the entire site for B1 purposes, then it would need to be demonstrated that the site could be let flexibly to a range of sizes of enterprise. It would be critical to demonstrate that the space could be broken down into much smaller units that might attract smaller businesses, or that entire or even several arches could be combined to allow for larger tenants. Any such permission would be expected to increase employment opportunities for local residents, including training and apprenticeships, meaning that an Employment and Skills Plan would likely be sought as an s106 legal agreement.
- The use of the entirety of the site for retail purposes is unlikely to be supported as this would not be regarded as a suitable location for a new, major retail centre. It is also noted that the levels of coming and goings necessary to support a fully retail use of the site in terms of deliveries and customers would be significant and that this could give rise to amenity issues to neighbouring residential properties.
- Given that the ground floor retail use is established, re-providing the existing amount of retail on site as part of a mixture of other uses would not be objectionable as it would effectively be no different to the previous arrangement. This would have to be capped at a maximum floorspace of the existing quantum.
- The levels of comings and goings and site activity associated with the use of the entire site for 'open' D1 purposes would mean that it would be unlikely to be accepted given the proximity to residential properties. Whilst it might be possible to secure a permission for a specific end user within the D1 use class subject to appropriate mitigation measures (i.e. a museums or exhibition halls), such an open ended and vague consent would be resisted.
- A capped proportion of a specified D1 use proposed as part of a mix of uses across the whole site could be considered appropriate, though this would need much more supporting information to be submitted at application stage and adequate mitigation.
- The Council would seek car-capped development for and change of use permitted, meaning that the new businesses/ uses could not apply for parking permits within the CPZ and that number of parking bays on site are capped at existing.

- Suitable cycle parking provision will be needed within the Site.
- Assuming that the change of use would involve a 'deep refurbishment' (i.e. all fixtures and fittings and servicing and power equipment replaced), then there will be a need to demonstrate how the development minimises the effects of climate change and meets the highest feasible environmental standards that are financially viable during construction and occupation. Such details and measures would need to be submitted and secured as part of an Energy and Sustainability Plan
- A mix of uses that could include some small provision of (specified) D1 and/ or retail provision (with quantum not to exceed existing) could also be supported subject to adequate reporting and mitigation. This would have to be as part of a predetermined split of uses across the site though and not as part of an open, flexible consent.

3.1.2 In response to the pre-application advice received, the proposals are for a mixed, D1, B1 and A1 use but not for an 'open' flexible permission. The proposed development is for a specific end user, St Mungo's, who need to relocate their existing Recovery College at Rushworth Street in Southwark due to expiry of their lease.

3.1.3 The proposed development will be car free excepting one disabled space, one space to serve the Construction Skills facility and one designated loading space in the northern courtyard. Cycle parking for staff and visitors is provided in the southern courtyard.

## 3.2 The Proposals

### The Applicant

3.2.1 St Mungo's is a registered charity and Housing Association.

3.2.2 St Mungo's believe no one should have to sleep on the streets. Their ambition is to reverse the rise in rough sleeping across England, and to at least halve the number of people who sleep rough in the areas where we work. Every night they provide a bed and support to more than 2,800 people, and every year they support thousands more with their housing, physical and mental health, and skills and employment.

3.2.3 St Mungo's currently supports over 500 people in LB Camden through the following services.

Advice	10
Homeless Hotel	51
Hostel	278
Housing First	57
Real Lettings	5
Semi Independent Housing	130
<b>Total</b>	<b>507</b>

### Proposals

3.2.4 Full planning permission is sought for:

*'Change of use from Sui Generis to a mixed D1, B1 and A1 use and other associated works including minor alterations to the external facades to accommodate new plant and the provision of landscaping and cycle parking.'*

- 3.2.5 Facilities to be provided within the Recovery College include classrooms, computer suites, event/ teaching/ meditation rooms, offices, staff facilities and storage. Part of the unit will also provide a Construction skills facility and an ancillary Class A1 use to enable the sale of plants grown as part of St Mungo's Putting Down Roots horticultural training programme.
- 3.2.6 There will be no fixed area for the ancillary A1 use. Once the Recovery College is in operation it is expected that temporary/ portable planters in southern courtyard would be utilised for horticultural training and skills and that limited sale of plants grown would be undertaken on an informal basis.
- 3.2.7 The proposals do not create any additional floorspace. Minor external alterations are proposed to accommodate new plant as shown on the submitted plans.
- 3.2.8 St Mungo's will be relocating its flagship London Recovery College from Rushworth Street in LB Southwark to the Site as the Rushworth Street lease is due to end in late 2020 and there is no option to extend it.
- 3.2.9 St Mungo's Recovery College provides education courses for people affected by homelessness, building essential skills and addressing other issues relating to homelessness as part of their recovery. All courses are free to access at five hubs across London, Bristol and Reading. Students select courses from the main curriculum groups:
- Literacy and numeracy – including English as a second language;
  - Digital inclusion – IT skills including word processing, accessing online services, emails, online communication and social media use;
  - Move on training – support towards independent living with modules on topics such as managing benefits and tenancy sustainment;
  - Wellbeing and personal development – including mental health support; and
  - Arts and culture – including therapeutic activities.
- 3.2.10 Being part of the college community helps to reduce the loneliness and exclusion often experienced by people who are homeless. This regular social contact and positive guidance from trusted staff improves students' mental health and wellbeing.
- 3.2.11 Many of the students progress to further education, volunteering and employment. They have the opportunity to become tutors at the college themselves, running courses to help others rebuild their lives. Students are also encouraged to access other services such as housing support, counselling, drug and alcohol support and employment advice.
- 3.2.12 The St Mungo's Recovery College will operate Monday – Friday with no weekend working.
- 3.2.13 St Mungo's has advised that most client attendance is between 10am to 3pm. Some staff will arrive as early as 7.30 in the Construction Skills section but will be finished between 3-4pm. All the office and event / staff training for the Recovery College element will work normal office hours Mondays-Friday.

#### Access and Parking

- 3.2.14 Access for staff and visitors will be via the existing access points from Camden Street to the west and Prowse Place to the east into the southern part of the site.
- 3.2.15 Service access will be made from the northern Prowse Place entrance.

3.2.16 Compared to the existing use of the unit and the previous retail/ bed showroom and storage use it is not expected that any large vehicles will be required for servicing of the unit.

3.2.17 The proposals will be car free excepting one disabled space, provision of one space to serve the Construction Skills facility and one designated loading space. All parking spaces are located in the northern courtyard. In the southern courtyard are 12 long-stay cycle parking spaces in a secure store for staff and eight short-stay cycle parking spaces in the form of Sheffield stands.

#### Staff and visitors

3.2.18 The table below, provided by St Mungo's, details the services that will be provided at the Recovery College and the staff and client numbers associated with each of these services.

3.2.19 Please note that these figures below are absolute maximum figures and that day to day actual staff figures will be around 30 with 30-40 visitors. These daily figures are comparable to numbers experienced at St Mungo's existing Rushworth Street Recovery College.

Team	Purpose	Staff	Staff	Clients	Serving
			<b>Max on site at any one time</b>		
Keeping in Touch	Phone based advise service	4 staff 5 days a week	4	0	People leaving St Mungo's accommodation. Each night we offer a bed and support to 2850 people across the south and south west.
STAR	Phone based advise service run in partnership with Shelter	2 staff 5 days a week plus 3 volunteers part time	3.5	0	600 people a year assisted through Shelter referrals
Street Impact	Pan-London outreach and floating support team	7 staff plus 2 students 5 days a week plus occasional weekends	9	0	175 staff across London
Putting Down Roots	Horticultural therapy and professional training	2 staff 3 days a week	1.5	10	80 clients per year complete training with some going on to secure employment
Multi Skills	Construction skills training service plus ReVive, the in-house construction company that employs clients	3 staff 5 days a week	3	Incl in Recovery college	Service is open to all StM clients for training plus employs
Welfare Rights	Benefits casework, advice, and training	1 staff member 5	1	2	Service available to all StM clients plus regularly

	for StM staff and clients	days a week			scheduled staff training
Face to face fundraising	Face to face fundraising recruitment and coordination	2 staff members 5 days a week plus 6-7 new fundraisers and 10-15 trainees per week	2	20	Year round recruitment and training
Recovery College	Delivering and coordinating training/wellbeing courses	13 staff 5 days a week plus 12 staff part time 1-5 volunteers part time	20	55	Client numbers vary from 15-55 per day for various courses
Client Involvement/Outside In	Client representative group plus StM staff	5 staff 5 days a week plus 10 client volunteers	5	15	Client numbers vary up to 20 volunteers plus service is open to all StM clients
Facilities	Reception, archive and building management	2 staff members 5 days a week plus 1 once a week	2.2	0	
		<b>Totals</b>	<b>51</b>	<b>92</b>	

3.2.20 Access for staff and visitors will be via the existing access points from Camden Street to the west and Prowse Place to the east into the southern part of the Site. Service access will be made from the northern Prowse Place entrance.

3.2.21 Further details of the proposals are shown on the supporting drawings and Design and Access Statement prepared by KC+A architects.

## 4 Relevant Planning Policy

### 4.1 Development Plan

4.1.1 The Development Plan for the Site comprises:

- The London Plan (consolidated with further alterations, 2016); and
- Camden Local Plan (2017).

4.1.2 Other material considerations include the Draft New London Plan (Intend to Publish version December 2019); Camden Employment Site and Business Premises Planning Guidance (2018); Camden Transport Planning Guidance (2019); Camden Community Uses, Leisure Facilities and Pubs Planning Guidance (2018); Jeffreys Street Conservations Area Statement (2002); the National Planning Policy Framework (2019); and the National Planning Policy Guidance (2019).

#### The London Plan (2016)

4.1.3 The London Plan (LP) was adopted in March 2016 and sets out the spatial development strategy for Greater London. The key policies which are relevant to the determination of this application are set out below:

- Policy 3.16 (Protection and Enhancement of Social Infrastructure);
- Policy 4.1 (Developing London's Economy);
- Policy 4.4 (Managing Industrial Land and Premises);
- Policy 4.12 (Improving Opportunities for All);
- Policy 5.2 (Minimising Carbon Dioxide Emissions);
- Policy 5.4 (Retrofitting);
- Policy 6.3 (Assessing Effects of Development on Transport Capacity);
- Policy 6.9 (Cycling);
- Policy 6.10 (Walking);
- Policy 6.13 (Parking);
- Policy 7.8 (Heritage Assets and Archaeology); and
- Policy 7.15 (Reducing and Managing Noise, Improving and Enhancing the Acoustic Environment and Promoting Appropriate Soundscapes).

#### Camden Local Plan (2017)

4.1.4 The Camden Local Plan (CLP) was adopted in July 2017 and it sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions. The key policies which are relevant to the determination of this application are set out below:

- Policy G1 (Delivery and Location of Growth);

- Policy C1 (Health and Wellbeing);
- Policy C2 (Community Facilities);
- Policy E1 (Economic Development);
- Policy E2 (Employment Premises and Sites);
- Policy A1 (Managing the Impact of Development);
- Policy A4 (Noise and Vibration);
- Policy D2 (Heritage);
- Policy T1 (Prioritising Walking, Cycling and Public Transport); and
- Policy T2 (Parking and Car-Free Development).

## **4.2 Other Material Considerations**

### **Draft London Plan**

- 4.2.1 The Draft London Plan was subject to Examination between 15<sup>th</sup> January and 22<sup>nd</sup> May 2019. Following this, the Panel of Inspectors issued their report and recommendations to the Mayor on the 8<sup>th</sup> October 2019.
- 4.2.2 The Mayor considered the Inspectors' recommendations and, on the 9<sup>th</sup> December 2019, he issued his Intend to Publish version of the London Plan, together with a statement of reasons for any of the Inspector's recommendations that he does not wish to accept and a Delivery Note that sets out a range of interventions that will help achieve the housing delivery set out in the Plan.
- 4.2.3 The key draft policies which are relevant to the determination of this application are set out below:
- Policy GG1 (Building Strong and Inclusive Communities);
  - Policy D13 (Agent of Change);
  - Policy D14 (Noise);
  - Policy S1 (Developing London's Social Infrastructure);
  - Policy S3 (Education and Childcare Facilities);
  - Policy E1 (Offices);
  - Policy E2 (Providing Suitable Business Space);
  - Policy E7 (Industrial Intensification, Co-Location and Substitution);
  - Policy E11 (Skills and Opportunities for All);
  - Policy HC1 (Heritage Conservation and Growth);
  - Policy T4 (Assessing and Mitigating Transport Impacts);

- Policy T5 (Cycling);
- Policy T6 (Car Parking); and
- Policy T6.2 (Office Parking).

### **Camden – Employment sites and business premises CPG (March 2018)**

- 4.2.4 The Council formally adopted CPG Employment sites and business premises on 26<sup>th</sup> March 2018 following statutory consultation. This document replaces the Employment sites and business premises sections of CPG 5 Town Centres and employment (September 2013).
- 4.2.5 The guidance supports Camden Local Plan policies E1 Economic development and E2 Employment premises and sites. These policies work together to provide the Council's approach to the provision and protection of employment sites and business premises. Overall the Council seeks to protect existing employment sites and premises that meet the needs of businesses and employers.
- 4.2.6 Paragraph 46 of the CPG sets out requirements for marketing and it states that the Council will require evidence of a marketing exercise to support an application involving the loss of employment uses, in line with Local Plan policy E2. As a minimum, the Council will expect marketing exercises to include the following:
- Use of a reputable local or national agent with a track record of letting employment space in the borough;
  - A visible letting board on the property (constant throughout the marketing period);
  - Marketing material should be published on the internet, including popular online property databases such as Focus and should include local or specialist channels where appropriate – e.g. jewellery-specific press in Hatton Garden, through Business Improvement Districts, the GLA's Open Workspace Group or other workspace providers;
  - Existing lawful use of the advertised premises should be included in the marketing materials;
  - Continuous marketing over at least 2 years from when the letting board is erected and the property is advertised online (i.e. not simply from when agents were appointed) to the date of the submission of the planning application;
  - Advertised rents should be reasonable, reflecting market rents in the local area and the condition of the property;
  - Lease terms should be attractive to the market:
    - be for at least three years, with longer terms, up to five years or longer, if the occupier needs to undertake some works
    - and/or include short term flexible leases for smaller premises which are appropriate for SMEs;
    - appropriate rent-free periods should be offered to cover necessary fit out or refurbishment costs.



- A commentary on the number and details of enquiries received, such as the number of viewings and the advertised rent at the time, including any details of why the interest was not pursued; and
- Where there is an existing employment use then we will require evidence that the tenant intends to move out.

## 5 Key Planning Issues

5.1.1 The key planning issues relating to the proposals are:

- i. The principle of development and the loss of employment floorspace;
- ii. Impact on the conservation area and designated heritage assets;
- iii. Impacts on the residential amenities of neighbouring residential occupiers; and
- iv. Transport and parking impacts.

### 5.2 Principle of Development and the loss of employment floorspace

5.2.1 The Site is not a designated employment site on the Local Plan Proposals Map but has an existing commercial lawful use.

5.2.2 The proposals are made for a change of use from a Sui Generis (A1, B2 and B8 use) to a mixed D1, B1 and A1 use. The principal use will be D1 and B1 and an ancillary A1 use is sought to enable the sale of plants grown as part of St Mungo's Putting Down Roots horticultural training programme.

5.2.3 LP Policy 4.4 (Managing Industrial Land and Premises) states that the Mayor will work with boroughs and other partners to:

- a. adopt a rigorous approach to industrial land management to ensure a sufficient stock of land and premises to meet the future needs of different types of industrial and related uses in different parts of London, including for good quality and affordable space
- b. plan, monitor and manage release of surplus industrial land where this is compatible with a) above, so that it can contribute to strategic and local planning objectives, especially those to provide more housing, and, in appropriate locations, to provide social infrastructure and to contribute to town centre renewal.

5.2.4 CLP Policy E1 (Economic Development) states that the Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses. To achieve this, the Council will:

- a. support businesses of all sizes, in particular start-ups, small and medium-sized enterprises;
- b. maintain a stock of premises that are suitable for a variety of business activities, for firms of differing sizes, and available on a range of terms and conditions for firms with differing resources;
- c. support local enterprise development, employment and training schemes for Camden residents;
- e. support the development of Camden's health and education sectors and promote the development of the Knowledge Quarter around Euston and King's Cross while ensuring that any new facilities meet the other strategic objectives of this Local Plan;
- g. support Camden's industries by:

- i. safeguarding existing employment sites and premises in the borough that meet the needs of industry and other employers;
    - ii. supporting proposals for the intensification of employment sites and premises where these provide additional employment and other benefits in line with Policy E2 Employment premises and sites;
    - iii. safeguarding the Kentish Town Industry Area;
    - iv. promoting and protecting the jewellery industry in Hatton Garden;
  - h. expect the provision of high speed digital infrastructure in all employment developments; and
  - i. recognise the importance of other employment generating uses, including retail, education, health, markets, leisure and tourism.
- 5.2.5 CLP Policy E2 (Employment Premises and Sites) encourages the provision of employment premises and sites in the borough. Premises or sites that are suitable for continued business use are to be protected, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy. The Council will resist development of business premises and sites for non-business use unless the following is demonstrated to the Council's satisfaction:
- a. the site or building is no longer suitable for its existing business use; and
  - b. that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative type and size of business use has been fully explored over an appropriate period of time.

## Marketing

- 5.2.6 Related to CLP policies E1 and E2, the Employment Sites and Business Sites CPG (March 2018) sets out requirements for marketing as part of applications involving the loss of commercial floorspace. In general, it requires continuous marketing over at least 2 years from when the letting board is erected and the property is advertised online (i.e. not simply from when agents were appointed) to the date of the submission of the planning application.
- 5.2.7 A marketing report has been prepared by Grant Mills Wood ('GMW') in support of the application and is shown at **Appendix A**.
- 5.2.8 Following the demise of Warren Evans in February 2018, GMW were instructed to offer to market, To Let, Arches 30-38 Prowse Place in Camden (in whole or in part) by Network Rail, the GMW instruction then transferred to Arch Co in February 2019. More recently (October 2019) Hanover Green were instructed as a joint agent. GMW were instructed to carry out a full marketing campaign and commenced marketing immediately.
- 5.2.9 Details of how the Site has been marketed, the period of marketing, rental levels and terms and interest received is detailed in the report.
- 5.2.10 It is identified that to date, marketing has generated 33 enquiries following our agency instruction in February 2018 and they continue to receive enquiries however GMW identifies that the majority of the calls received are from unsuitable users including nightclubs and bars and no firm offers have been made for the whole of the premises, albeit a technology company did offer on half of the space but later withdrew from proceedings.

5.2.11 GMW comment that the limited interest or take-up of the unit could be due to the '*...rather odd planning consent (A1, B2 and B8) which suited Warren Evans however there are no occupiers in the market looking for this use on the volume of space available. The demise of the retail market is well documented and in my opinion this is not a retail location given the lack of frontage, lack of footfall or indeed the lack of accessibility to passing trade. It was very much a destinational occupier with a niche offering*'.

5.2.12 Additionally, GMW add,

*'The subject premises do not offer uniform office floor plates and whilst the accommodation is exceptionally quirky many occupiers prefer single floor plates for operational efficiencies. Obviously with arches this is not possible. Some of the arches are in need of refurbishment works however given the volume of space, the marketing to date and cost to do so, speculatively refurbishing the arches would take on significant risk (given the cost) with no end occupier in mind.'*

5.2.13 Overall GMW concluded,

*'GMW will continue to market the arches in whole or in part but given the current planning use, nature of the arch space, condition and size, we believe that demand will continue to be limited. Overall, occupation by St Mungo's would enable letting of the unit which has been vacant for more than 24 months and the proposed use would provide local employment consistent with the unit's commercial use.'*

5.2.14 The marketing report prepared by GMW demonstrates that the site has been marketed since February 2018 i.e. more than two years and that due to the current planning use and nature of the space available demand will continue to be limited.

5.2.15 The proposals will provide alternative employment consistent with the objectives in CLP E1 and E2 as part of the proposed D1, B1 and A. The proposed Recovery College would also complement existing services provided in LB Camden by St Mungo's.

### **Alternative D1 and B1 use**

5.2.16 Pre-application advice in October 2019 advised that principle of a mixed use of the Site was acceptable but an 'open' flexible permission for A1/B1/D1 uses was not supported due to the lack of clarity relating to the resulting operational impacts, potential loss of employment floorspace, potential impacts upon neighbouring communities as well as inappropriate siting was not supported.

5.2.17 However the pre-application response did conclude that a capped proportion of a specified D1 use proposed as part of a mix of uses across the whole site could be considered appropriate or that it might be possible to secure permission for a specific end user within the D1 use class, subject to appropriate mitigation measures. Additionally, the use of the entire site for B1 purposes was also considered likely to be supported by officers, subject to more detailed assessment of the resulting operational impacts (i.e. servicing and transport assessments) as well as ensuring suitable provision for SMEs.

5.2.18 The proposals are made with a specific end user - St Mungo's Recovery College. Of the 1,020sqm of Net Internal Area (NIA), 533sqm is proposed to be D1 use, 232sqm is proposed to be B1 use and the remaining 255sqm will be a mix of B1 and D1 use. The A1 use is to be ancillary to these uses and has not therefore been allocated a specific area of floorspace. The proposals provide a good proportion of B1 employment floorspace as part of the overall mix of uses.

5.2.19 A B1 use is defined as a use which can be carried out in a residential area without detriment to its amenity, such as offices, research and development or light industrial processes. A B2

use is defined as a use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste). By this definition, a B2 use is a use which cannot normally be carried out in a residential area without detriment to amenity and the proposed D1/B1/A1 use for a specified end user is considered much more appropriate than the current mixed A1/B2/B8 use.

- 5.2.20 The 2008 permission does not define or restrict by condition how much of the Site can lawfully be used for A1, B2 or B8 use and the Site could therefore lawfully be used for an unrestricted B2 use. The Site is within a predominantly residential area and it is considered that the loss of the B2 and B8 use would have a beneficial impact on surrounding residential amenities whilst still providing local employment and training. Similarly, the D1 use would accord with London Plan policy 4.12 and CLP policies C1 and C2 for community uses and in particular LB Camden objectives to address homelessness, education and health and wellbeing.
- 5.2.21 CLP Policy E1 recognises the importance of other employment generating uses, including retail and education. In table 6-2 we have estimated the number of full-time equivalent jobs that the existing and proposed uses could generate using the Default Employment Density Assumptions set out in the London Employment Sites Database Report (LESD, 2016) detailed in Table 6-1 below.

Table 6-1 Default Employment Density Assumptions (sqm per worker GIA) by Use Class (table 3.3 taken from LESD 2016)

	CAZ	Inner	Outer
<b>A1</b>	17.5	17.5	17.5
<b>A2</b>	16	16	16
<b>A3</b>	17.5	17.5	17.5
<b>A4</b>	17.5	17.5	17.5
<b>A5</b>	17.5	17.5	17.5
<b>B1</b>	11.3	11.3	11.3
<b>B2</b>	36	36	36
<b>B8</b>	36	36	36
<b>C1 Beds</b>	2.4	4	4
<b>C2</b>	45	45	45
<b>D1</b>	45	45	45
<b>D2</b>	60	60	60
<b>SG</b>	60	60	60

- 5.2.22 As there is no defined split in floorspace for the existing use, we have assumed an even three way split of the Gross Internal Area (GIA) between the A1, B2 and B8 uses for this calculation. Table 6.2 shows that the existing use could provide up to 50 jobs if occupied at a maximum density with an even split between these uses. In reality if the unit was occupied for more B2 or B8 use, employment density and the total number of jobs generated at the unit would be much reduced.

Table 6-2 Full Time Equivalent Jobs Generated by Existing and Proposed Uses

	Use Class	Split of GIA (sqm)	Employment Density	Full-Time Equivalent Jobs
Existing	A1	445 GIA	1 job per 17.5 sqm	25.4 jobs
	B2	445 GIA	1 job per 36 sqm GIA	12.4 jobs
	B8	445 GIA	1 job per 36 sqm GIA	12.4 jobs
			<b>Total</b>	<b>50.2 jobs</b>

- 5.2.23 It should also be recognised that for the A1 use class, the LESD Report uses the employment density assumptions for an A1 high street use, taken from the HCA's Employment Density Guidance (2015). Whereas the existing A1 use on the Site is as a retail warehouse which likely has a much lower employment density. The above calculation is therefore a maximum scenario and the level of jobs that the existing use could provide is likely to be much lower than 50.
- 5.2.24 The unit has been vacant since February 2018 and does not provide any current employment.
- 5.2.25 Details on jobs expected to be provided as part of the proposals is set out in Section 3 with up to 51 staff identified. The Applicant has advised that actual day to day staff figures will be around 30 based on that experienced at St Mungo's existing Rushworth Street Recovery College. Overall the proposed development would provide one more job than the existing planning use at the Site. However, if the unit was occupied for wholly B2 or B8 use, as it could do under planning permission 2008/4000/P, the total number of jobs generated by the existing use would be much lower than the proposed development.
- 5.2.26 In addition, the Recovery College also proposes further employment benefits through providing training to clients and helping them return to the workforce.

### **5.3 Impact on the conservation area and designated heritage assets**

- 5.3.1 The Site does not comprise of any no statutory or locally listed buildings but is located within the Jeffreys Street Conservation Area.
- 5.3.2 LP Policy 7.8 (Heritage Assets and Archaeology) requires development affecting heritage assets and their settings to conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.
- 5.3.3 CLP Policy D2 (Heritage) states that the Council will not permit the loss of or substantial harm to a designated heritage asset, including conservation areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will:
- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
  - f. resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
  - g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
  - h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden's architectural heritage.
- 5.3.4 The proposed development does not create additional floorspace. The proposed development includes minor alterations to the external facades to accommodate new plant, as well as the provision of cycle parking within the southern courtyard. Existing trees will be unchanged by the proposals.
- 5.3.5 The existing unit is set back from the site boundaries and the overall appearance is dominated by the overhead railway line and road tunnel underneath it on Prowse Place. Views of the northern part of the site are screened by a solid brick wall, gate and a two-storey residential

property at 5 Prowse Place. The unit is visible from longer street views from Ivor Street and existing glazing and plant is visible from the top of Ivor Street, its appearance is however softened by existing trees and vegetation running along the boundary wall to 5 Prowse Place.

- 5.3.6 The views of the southern part of the site from Prowse Place are limited due to the extent of the overhead railway line above the unit, the solid brick wall and gate along Prowse Place and the two-storey commercial building at 3 Prowse Place.
- 5.3.7 The proposed addition of plant and cycle storage will not significantly change the character, appearance or setting of the unit within the Jeffreys Street Conservation Area.
- 5.3.8 The nearest listed buildings are the Grade II listed 162-168 Camden Street and attached railings to the north of the Site, and 8-10 Ivor Street to the north-east of the Site. The proposals will not impact upon these listed assets or their settings and overall the proposals are considered to accord with LP Policy 7.8 and CLP Policy D2.

## **5.4 Impacts on the residential amenities of neighbouring residential occupiers**

### **Overlooking and Privacy**

- 5.4.1 CLP Policy A1 (Managing the Impact of Development) explains that the Council will seek to protect the quality of life of occupiers and neighbours. The Council will grant permission for development unless it causes unacceptable harm to amenity. To achieve this, the Council will:
- a. seek to ensure that the amenity of communities, occupiers and neighbours is protected;
  - b. seek to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities;
  - c. resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network; and
  - d. require mitigation measures where necessary.
- 5.4.2 The factors that the Council will consider include: visual privacy, outlook; sunlight, daylight and overshadowing; artificial lighting levels; transport impacts, including the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans; impacts of the construction phase, including the use of Construction Management Plans; noise and vibration levels; odour, fumes and dust; microclimate; contaminated land; and impact upon water and wastewater infrastructure.
- 5.4.3 The proposed development does not involve any additional floorspace and the only external changes are minor alterations to the facades to incorporate new plant and the provision of a cycle store and Sheffield stands within the southern courtyard. The proposed development will therefore not alter the existing levels of privacy, outlook, daylight/ sunlight or overshadowing of surrounding users.

### **Noise**

- 5.4.4 LP Policy 7.15 (Reducing and Managing Noise, Improving and Enhancing the Acoustic Environment and Promoting Appropriate Soundscapes) requires development proposals to seek to manage noise by:



- a. avoiding significant adverse noise impacts on health and quality of life as a result of new development;
- b. mitigating and minimising the existing and potential adverse impacts of noise on, from, within, as a result of, or in the vicinity of new development without placing unreasonable restrictions on development or adding unduly to the costs and administrative burdens on existing businesses;
- c. improving and enhancing the acoustic environment and promoting appropriate soundscapes (including Quiet Areas and spaces of relative tranquillity);
- d. separating new noise sensitive development from major noise sources (such as road, rail, air transport and some types of industrial development) through the use of distance, screening or internal layout – in preference to sole reliance on sound insulation;
- e. where it is not possible to achieve separation of noise sensitive development and noise sources, without undue impact on other sustainable development objectives, then any potential adverse effects should be controlled and mitigated through the application of good acoustic design principles;
- f. having particular regard to the impact of aviation noise on noise sensitive development;
- g. promoting new technologies and improved practices to reduce noise at source, and on the transmission path from source to receiver.

5.4.5 CLP Policy A4 (Noise and Vibration) states that the Council will seek to ensure that noise and vibration is controlled and managed and requires development to have regard to Camden's Noise and Vibration Thresholds. The Council will not grant planning permission for development likely to generate unacceptable noise and vibration impacts and will only grant permission for noise generating development, including any plant and machinery, if it can be operated without causing harm to amenity.

5.4.6 A Noise Assessment has been undertaken by Air & Acoustic Consultants which concludes:

Fit-out/ construction phase

- *The assessment of construction noise has indicated that while some temporary adverse effects are expected during the work especially when taking place close to the receptors, significant adverse effects are not expected. Noise from all construction works will be mitigated and minimised using appropriate best practicable means (BPM) measures as required.*

Operational Phase

- *The proposal represents an improvement in terms of a reduction in traffic and operating hours, and mechanical plant noise when compared to the existing / previous use of the site.*
- *As the proposed use will operate as a predominantly car free development the potential for the development traffic to result in an adverse impact is considered to be negligible.*
- *The replacement of the existing air conditioning system with a new more efficient system is considered to represent a further improvement in terms of ambient noise levels for the staff, client's visitors and neighbouring receptors.*



- *The manufacturers technical data sheets have been provided to demonstrate that the proposed units are not anticipated to pose any risk of adverse impacts to any of the noise sensitive receptors.*

5.4.7 Overall impact on the residential amenities is considered acceptable, in line with LP Policy 7.15 and CLP Policies A1 and A4.

## 5.5 Transport and parking impacts

- 5.5.1 LP Policy 6.3 (Assessing Effects of Development on Transport Capacity) states that development proposals should ensure that impacts on transport capacity and the transport network, at both a corridor and local level, are fully assessed. Development should not adversely affect safety on the transport network.
- 5.5.2 LP Policy 6.10 (Walking) requires development proposals to ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space by referring to Transport for London's Pedestrian Design Guidance.
- 5.5.3 CLP Policy T1 (Prioritising Walking, Cycling and Public Transport) states that the Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough. The Council will seek to ensure that development provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan and design requirements outlined within the supplementary planning document Camden Planning Guidance on transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development.
- 5.5.4 LP Policy 6.9 (Cycling) encourages developments to provide secure, integrated, convenient and accessible cycle parking facilities in line with the minimum standards set out in Table 6.3 and the guidance set out in the London Cycle Design Standards (or subsequent revisions) and provide on-site changing facilities and showers for cyclists.
- 5.5.5 LP Policy 6.13 (Parking) requires planning applications to be considered against the maximum parking standards set out in Table 6.2 in the Parking Addendum. Additionally, of relevance to the proposed development, developments in all parts of London must meet the minimum cycle parking standards set out in Table 6.3 and provide for the needs of businesses for delivery and servicing.
- 5.5.6 The Site has a Public Transport Accessibility Level (PTAL), a measure which rates locations by their distance from frequent public transport services, of 6b, where PTAL 6b is the best level of accessibility and PTAL 0 is the worst level of accessibility.
- 5.5.7 The nearest bus stop to the site is located on Camden Street, adjacent to the Site's western boundary (Camden Gardens Stop D). The nearest underground station is Camden Town, approximately 291m to the south-west of the Site, which is served by the Northern Line. Camden Road overground train station is located approximately 75m to the east of the Site and provides services between Stratford, Clapham Junction and Richmond.
- 5.5.8 The proposals will be car free excepting one disabled space, provision of one space to serve the Construction Skills facility and one designated loading space. All parking spaces are located in the northern courtyard.
- 5.5.9 The cycle parking requirements for the proposed development are 12 long-stay and eight short-stay cycle parking spaces. In the southern courtyard are 12 long-stay cycle parking spaces in a secure store for staff and eight short-stay cycle parking spaces in the form of Sheffield stands. The proposed development therefore complies with the standards.

- 5.5.10 The Transport Statement concludes that the Site is in an excellent location for car-free development due to the accessibility to cycle route and bus/ underground/ rail services and that the proposed development is unlikely to result in any noticeable impact on the highway network. Cycle parking accords with London Plan standards.
- 5.5.11 Overall, it is concluded that the transport impacts are acceptable and accord with LP Policies 6.3, 6.9, 6.10 and 6.13 and CLP Policy T1 and T2.

## 6 Conclusions

- 6.1.1 This Planning Statement has been prepared by Stantec in support of an application for a change of use of Arches 30-38, adjacent to 5 Prowse Place and 156 Camden Street, London, NW1 9PN.
- 6.1.2 St Mungo's flagship Recovery College is currently located on Rushworth Street in the London Borough of Southwark. The Rushworth Street lease is due to end in late 2020 and there is no option to extend it. As such, St Mungo's are looking to relocate its Rushworth Street Recovery College to the Site.
- 6.1.3 St Mungo's Recovery College provides education courses for people affected by homelessness, building essential skills and addressing other issues relating to homelessness as part of their recovery. The Site will complement existing services provided in LB Camden by St Mungo's.
- 6.1.4 No additional floorspace proposed as part of the proposed development. Minor external alterations are proposed, including the provision of new plant units for air conditioning and services. Cycle parking is proposed in accordance with London Plan standards.
- 6.1.5 The principle of a mixed use of the Site was supported in pre-application advice received in October 2019 subject to other considerations and a specific end user is identified as part of the proposals.
- 6.1.6 The Site has remained vacant since February 2018 and has been marketed for two years.
- 6.1.7 The proposals will provide some employment as part of the proposed B1 use with alternative employment provided as part of the D1 and A1 uses. Overall the proposed development would provide one more job than the current use. However, in reality, if the existing unit was occupied for wholly B2 or B8 use, as it could lawfully under planning permission 2008/4000/P, the total number of jobs generated by the existing use would be much lower than the proposed development.
- 6.1.8 Overall the proposals are considered to accord with Development Plan policies and other material considerations. Planning permission should therefore be granted.
- 6.1.9 Stantec and the Applicant look forward to working with the LB Camden during the application process.

## **Appendix A     Marketing Evidence**

---

## **Report to**

St Mungo's Community Housing Association  
3 Thomas More Square  
Tower Hill  
London  
E1W 1YW

## **In respect of marketing of**

Arch 30-38 Prowse Place  
Camden  
London  
NW1

---

## **Prepared by:**

Jonathan Hay, BSc(Hons) MRICS  
Grant Mills Wood

Date: 24<sup>th</sup> February 2020

 **Grant Mills Wood**  
chartered surveyors

[www.grantmillswood.com](http://www.grantmillswood.com)  
**020 7629 8501**

# CONTENTS

---

	<b>Page</b>
<b>1.00</b> Introduction / Instructions	4
<b>2.00</b> Price/Rent	4-5
<b>3.00</b> Marketing Campaign	5-8
<b>4.00</b> Period of Marketing	8-9
<b>5.00</b> Interest Generated	9
<b>6.00</b> Marketing Overview	9
<b>7.00</b> Conclusion	10

# APPENDICES

---

## Appendix 1      Marketing Particulars

## **1.0 INTRODUCTION / INSTRUCTIONS**

- 1.01 Grant Mills Wood is a firm of Chartered surveyors in London with an active commercial property agency dealing with a variety of properties including industrial warehouses, licensed and leisure, retail and offices. The company has dealt with a large number of railway arch transactions (in excess of 450) throughout London in the past 5 years acting for Arch Co, Network Rail and Transport for London. The company is recognised as industrial warehouse specialists and continues to deal with a large amount of space in urban markets. Indeed, GMW are recognised in particular for being Urban London industrial specialists in London.
- 1.02 GMW were instructed by London Borough of Camden, jointly with Roger Tym & Partners, to write a review of Camden's employment generating assets. Titled: 'Business Premises Study' March 2011.
- 1.03 Following the demise of Warren Evans in February 2018, GMW were instructed to offer to market, To Let, Arches 30-38 Prowse Place in Camden (in whole or in part) by Network Rail, the GMW instruction then transferred to Arch Co in February 2019. More recently (October 2019) Hanover Green were instructed as a joint agent.
- 1.04 The site was previously used as a multi-functional HQ with a mixture of offices and retail showroom with associated parking. The arches offer a large volume of space on ground and first floor segregated by the railway structure. The arches open on to external areas to the North and South of the railway structure with a pedestrian entrance behind the bus stop on Camden Street. We have attached a copy of our marketing particulars (Appendix 1).
- 1.04 GMW were instructed to carry out a full marketing campaign and commenced marketing immediately.

## **2.00 PRICE/RENT**

- 2.01 The arches have been marketed To Let in whole or in part (arches 30-33 and 34-38, from 6,372 sq ft up to 13,589 sq ft for a term by agreement. Lease from 3 years up to 10/15 years were made available.
- 2.02 In view of the relatively poor condition of the arches, we would expect to offer a substantial rent-free period for the tenant to undertake works.
- 2.04 Offers were invited seeking offers in excess of £30 psf exc plus VAT for the leasehold interest only. The freehold is owned by Network Rail and is therefore not available.
- 2.05 We are currently marketing the following units within the Borough of Camden:



- Spring Place, Kentish Town – 20,546 sq ft quoting £28 psf. Inferior condition, inferior location and no external area. We have offers close to quoting.
- Randolph Street / Royal College Street, Arches – up to 10,781 sq ft was under offer at £32.00 psf.
- Unit 2000 Regis Road – 3,487 sq ft - £32.50 psf. Good condition, smaller with parking.

### **3.00 MARKETING CAMPAIGN**

3.01 The following marketing initiatives were agreed and have been undertaken to date:

#### **3.02 Property Particulars and Mailing**

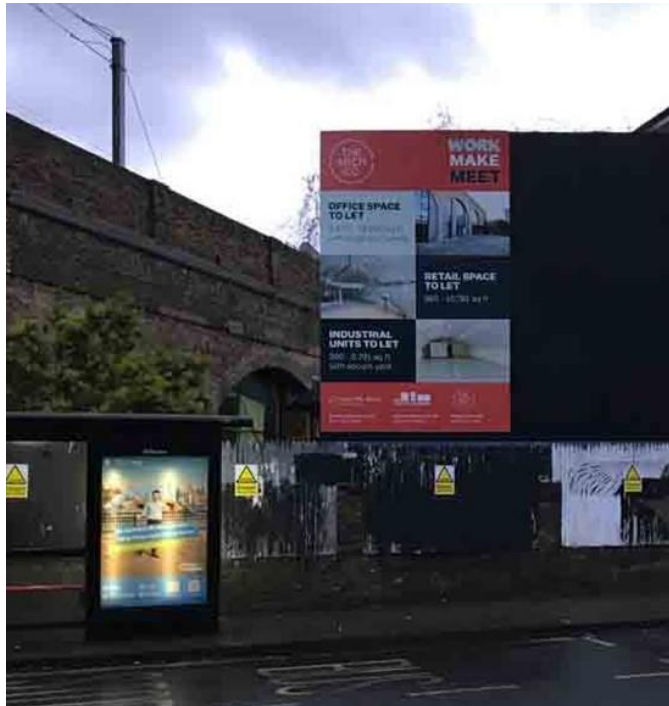
- 3.02.01 Preparation and circulation of letting particulars (Appendix 1).
- 3.02.02 Details of the property were prepared and have been circulated on a regular basis to approximately 650 Office, Retail and Industrial agents via Estates Agents Clearing House (EACH) online (Appendix 2) and via the hardcopy distribution service.
- 3.02.03 Property particulars were sent to applicants on the Grant Mills Wood in-house mailing list (by pdf/HTML) with requirements of from 4,000 – 15,000 sq ft in Central, North London catchments approximately 2,700 applicants. The property particular have also been mailed to the Hanover Green applicant database by pdf/HTML.
- 3.02.04 Property particulars have been distributed via email to the Industrial Agents Society (IAS) members list (London), Office Agents Society (OAS) and Shops Agents Society (SAS).

#### **3.03 Letting Board**

3.03.01 A 5x4 'TO LET' board has been erected on the property on Prowse Place:



- 3.03.02 A large board fronting on to Camden Street has been utilised in order to try and improve the visibility of the marketing given Prowse Place is a quieter road:



- 3.03.03 The boards have continued to produce enquiries although on many occasions the arches are just not suitable for the requirements of occupiers who are looking for single floor plate office accommodation.

### 3.04 Advertising / Websites

- 3.04.01 The property is advertised on The Arch Co's website and before this the property was marketed on the Network Rail website:

thearchco.com/properties/CMD05301/

Enquiries & tenant call centre: 0800 830 840 | Email us | Register for property updates

MENU THE ARCH CO

30-38 PROWSE PLACE  
London - NW1 9PN

YOU ARE HERE: SEARCH RESULTS > CMD05301

**Camden, London, NW1 9PN**  
**Property Reference: CMD05301**

Unit Details:

- Size: 13,360 sq ft (1,241.18 sq m)
- Location: London
- Rent: £400,000 Per Annum + VAT
- Type: Retail, Office
- Available From: Now
- Local Authority: Camden

Download Brochure

**Contact us about this property**

0800 830 840  
Email us

Or leave a contact message and we'll get back to you

We only use this information to contact you about your enquiry.

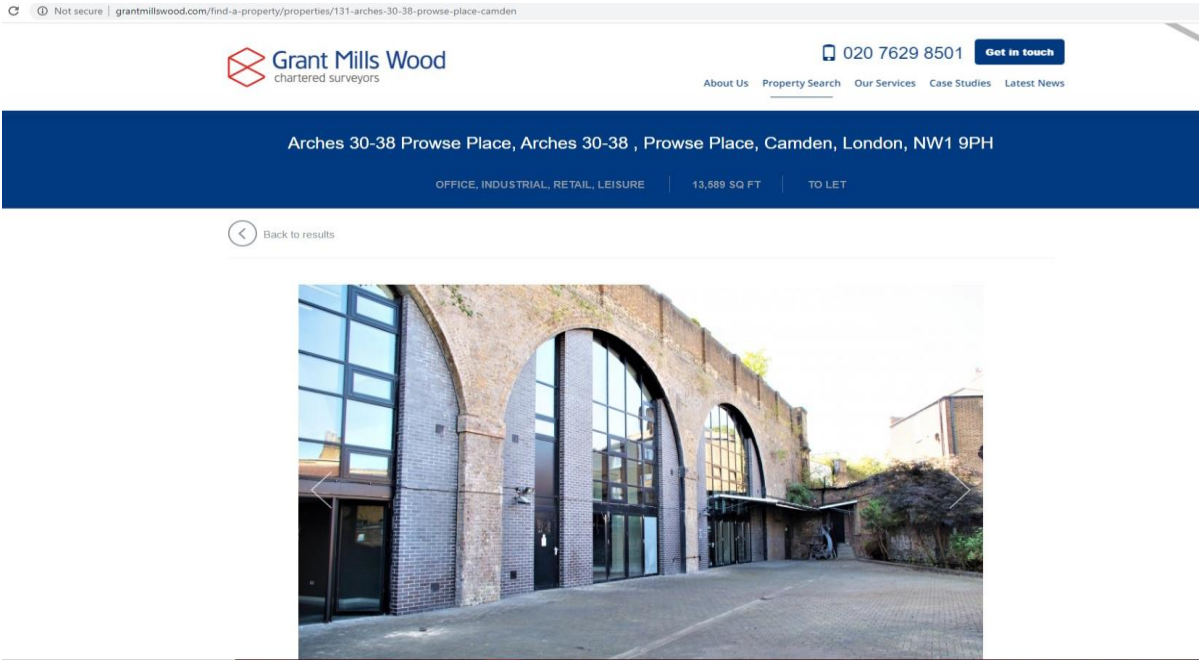
Name\*

Email\*

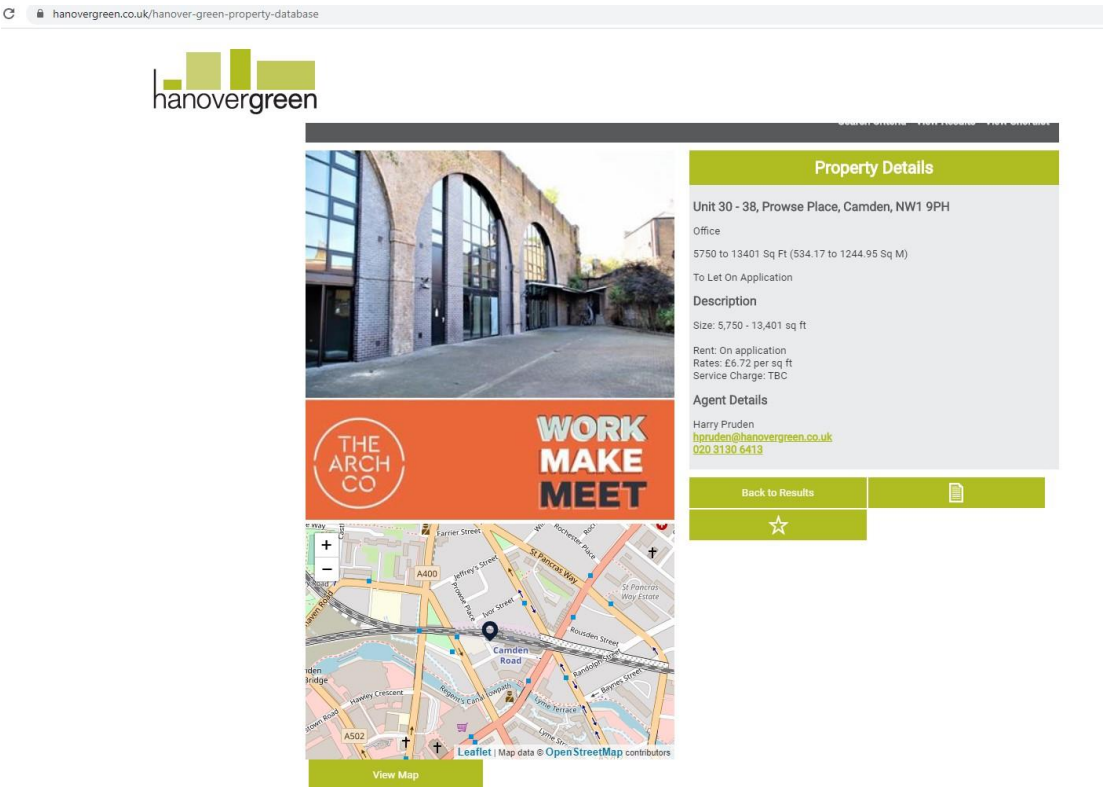
Telephone\*

Address

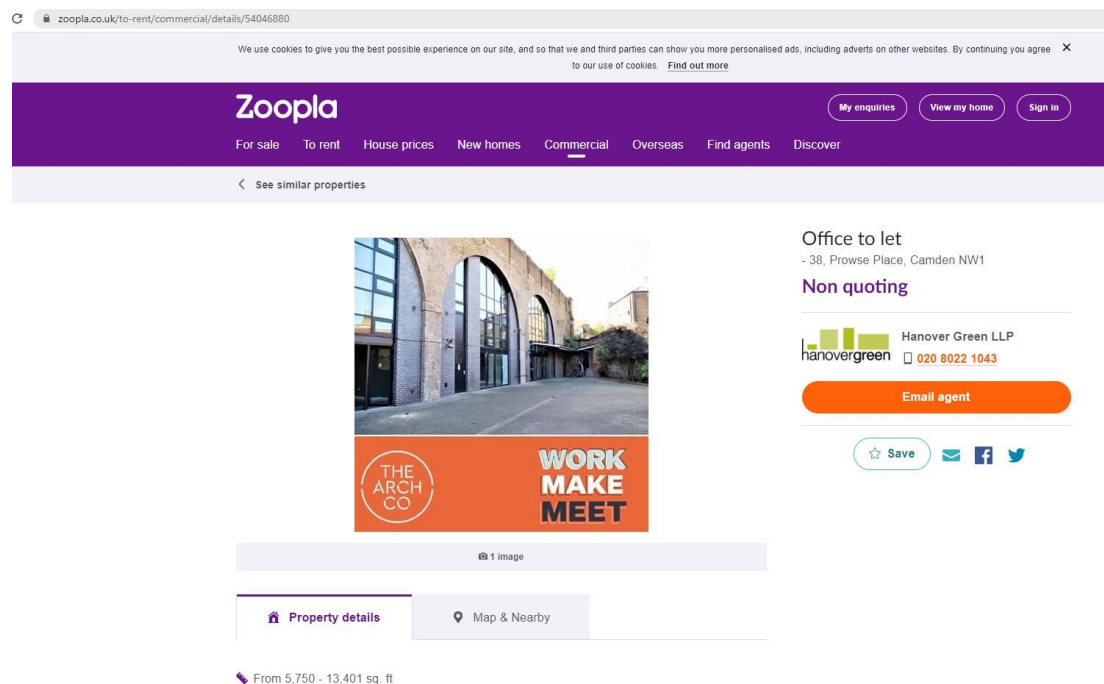
3.04.02 Throughout the marketing period the property has been marked on the grant mills wood website:



3.04.03 The property has been marketed on the Hanover Green website:



### 3.04.04 The property has been marketed on Zoopla:



### 3.04.05 The property is also being marketed through:

- Property Link (Estates Gazette)
- Costar /Focus
- Realla
- Office Agents Society Website
- Industrial Agents Society Website
- EACH Online (Estate Agents Clearing House)

## 4.00 **PERIOD OF MARKETING**

- 4.01 The GMW marketing campaign commenced on receipt of initial instructions in Feb 2018 on an informal basis until the administration process had runs its course. The initial distribution of marketing material commenced immediately and continues to date.
- 4.02 The property appears on the aforementioned property websites and they are all live today. The boards remain in place and marketing continues in order to seek an occupier for the space.
- 4.03 Mailing of the property particulars has taken place on a frequent basis alternating between the various databases, societies and in-house lists. Target marketing on an adhoc basis has also been carried out in order to cover as wide an audience as possible. Details have been sent in reply to occupier requests for further information on this property as well as wider central/north London

requirements. Property particulars have also been sent to investors/developers seeking space for occupiers they are looking to re-locate due to redevelopment.

## **5.00 INTEREST GENERATED**

- 5.01 To date the marketing has generated 33 enquiries following our agency instruction in February 2018. We continue to receive enquiries however the majority of the calls we receive are from unsuitable users including nightclubs and bars.
- 5.02 Throughout our marketing campaign details have been sent to in excess of 4,000 applicants. To date we have received no firm offers in whole albeit a technology company did offer on half of the space but later withdrew from proceedings.
- 5.03 A list of parties can be disclosed to the council at their request subject to approval of GDR principles and data handling legislation. GMW are a GDPR compliant company and therefore cannot disclose the details for companies or individuals which may become publicly available without their prior approval. At this time, we do not have such approval.

## **6.00 MARKETING OVERVIEW**

- 6.01 The unit currently has a rather odd planning consent (A1, B2 and B8) which suited Warren Evans however there are no occupiers in the market looking for this use on the volume of space available. The demise of the retail market is well documented and in my opinion this is not a retail location given the lack of frontage, lack of footfall or indeed the lack of accessibility to passing trade. It was very much a destination occupier with a niche offering.
- 6.02 The subject premises do not offer uniform office floor plates and whilst the accommodation is exceptionally quirky many occupiers prefer single floor plates for operational efficiencies. Obviously with arches this is not possible. Some of the arches are in need of refurbishment works however given the volume of space, the marketing to date and cost to do so, speculatively refurbishing the arches would take on significant risk (given the cost) with no end occupier in mind.

**7.00        CONCLUSION**

- 7.01        GMW will continue to market the arches in whole or in part but given the current planning use, nature of the arch space, condition and size, we believe that demand will continue to be limited.
- 7.02        Overall, occupation by St Mungo's would enable letting of the unit which has been vacant for more than 24 months and the proposed use would provide local employment consistent with the unit's commercial use.

**GRANT MILLS WOOD**  
**24<sup>th</sup> February 2020**



Arches 30-33  
Prowse Place  
Camden  
London  
NW1 9PH



**TO LET** - A1 / B1, B2 and B8 opportunity STP

6,372 sq ft





Location

The property is located in vibrant Camden a short walk from Camden High Street and Regents Canal. Situated between Camden Street and Prowse Place, with frontage and pedestrian access from Camden Street. The arches and land are located a short distance from both Camden Town Underground Station (Northern Line) and Camden Road Station (London Overground services).

Description

The property offers a unique opportunity to acquire a terrace of arches in Camden. The space comprises of 3,365 sq ft of space on the ground floor with an additional 3,007 sq ft of first floor space. The unit also benefits from a secure yard to the front of the property, c. 3,500 sq ft.

The arches benefit from vast amounts of natural sunlight due to the glass-faced frontages at both the front and rear of the units.

The arches are have W/C, a kitchen area and spot lighting throughout.



Floor Areas (approx.)

	Sq ft
Ground Floor	3,365
First Floor	3,007
Total	6,372

\* secure gated yard areas approx. 3,500 sq. ft

Rates

Rates will need to be re-assessed following segregation works. We understand from the London Borough of Camden that the rateable value for the whole of the property (c.13,000sq ft) is £184,000. The rates payable for 2018/19 for half equate to c.£45,356.

Interested parties are advised to make their own enquiries.

Terms

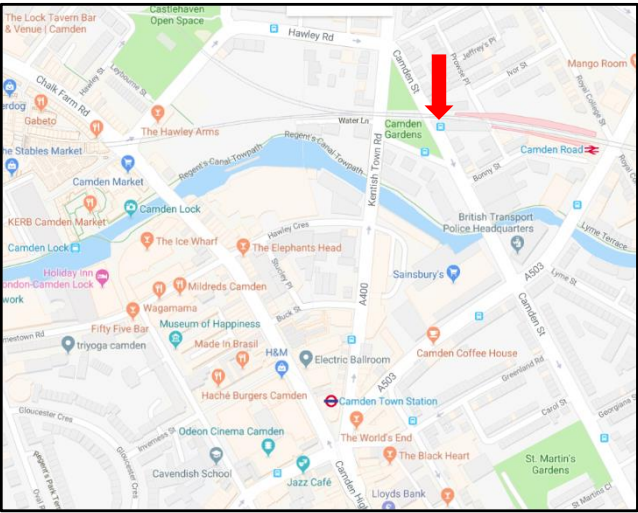
The arches are available on a new lease directly from the landlord on terms to be agreed. Offer are invited **in excess of £35 per sq ft exclusive** plus VAT.

Legal Costs

Each party is to bear their own legal costs.

EPC

EPC's are available upon request.



Grant Mills Wood and the Vendors / Lessors of this property, give notice that (i) the particulars are set out as a general outline only, for the guidance of intending purchasers or lessees and do not constitute part of, an offer or contract (ii) all descriptions, dimensions, references to condition, necessary permissions for use and occupation and other details are given without responsibility and any intending purchasers or tenants should not rely on them as statements or representations of fact, but must satisfy themselves by inspection or otherwise as to the correctness of each of them (iii) no person in the employment of Grant Mills Wood has any authority to make or give any representation or warranty whatsoever in relation to the property March 2019.

Viewing

Viewings are available strictly by appointment through sole agents:-

Jonathan Hay  
[Jonathanh@grantmillswood.com](mailto:Jonathanh@grantmillswood.com)

George Williams  
[Georgew@grantmillswood.com](mailto:Georgew@grantmillswood.com)





Arches 30-38  
Prowse Place  
Camden  
London  
NW1 9PH



**TO LET** - A1 / B1, B2 & B8 (STP)

13,589 sq ft + two large yards of c.10,247 sq ft





Location

The property is located in vibrant Camden a short walk from Camden High Street and Regents Canal. Situated between Camden Street and Prowse Place, with frontage and pedestrian access from Camden Street. The arches and land are located a short distance from both Camden Town Underground Station (Northern Line) and Camden Road Station (London Overground services).

Description

The property offers a unique opportunity to acquire a terrace of arches in Camden. The space comprises of approximately 7,428 sq ft of space on the ground floor with an additional 6,161 sq ft of first floor space. The unit also benefits from two large yards to the North (4,230 sq ft) and South (6,017 sq ft) totalling c.10,247 sq ft.

The property itself is in great condition. It contains four open, partly-lined, interlinking arches, as well as two internal, brick-lined vaults. The arches **benefit** from vast amounts of natural sunlight due to the glass-faced frontages at both the front and rear of the units.

The arches are equipped with W/C and shower facilities, a kitchen and spot lighting throughout.



Floor Areas (approx.)

	Sq ft	Sq m
Ground Floor	7,428	690.00
First Floor	6,161	572.40
Total	13,589	1,262.40

\* Two secure gated yard areas approx. 10,247 sq ft

Rates

We understand from the London Borough of Camden that the rateable value for the property is **£184,000**. The rates payable for 2019/20 equate to **£92,736**.

Interested parties are advised to make their own enquiries.

Terms

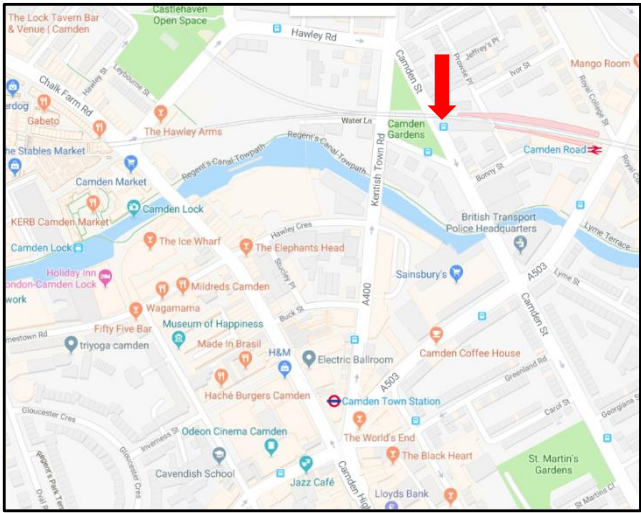
The arches are available on a new lease directly from the landlord on terms to be agreed. Offer are invited in **excess of £400,000 pa exclusive** plus VAT.

Legal Costs

Each party is to bear their own legal costs.

EPC

EPC's are available upon request.



Grant Mills Wood and the Vendors / Lessors of this property, give notice that (i) the particulars are set out as a general outline only, for the guidance of intending purchasers or lessees and do not constitute part of, an offer or contract (ii) all descriptions, dimensions, references to condition, necessary permissions for use and occupation and other details are given without responsibility and any intending purchasers or tenants should not rely on them as statements or representations of fact, but must satisfy themselves by inspection or otherwise as to the correctness of each of them (iii) no person in the employment of Grant Mills Wood has any authority to make or give any representation or warranty whatsoever in relation to the property Sept 2019. STP – Subject to Planning.

Viewing

Viewings are available strictly by appointment through sole agents:-

**Jonathan Hay**  
[Jonathanh@grantmillswood.com](mailto:Jonathanh@grantmillswood.com)

**George Williams**  
[Georgew@grantmillswood.com](mailto:Georgew@grantmillswood.com)

