

Employment premises and sites

- 5.34 Policy E2 provides further guidance on the Council's approach to maintaining and securing a range of premises for businesses to support Camden's economy and provide employment opportunities for the borough's residents. Throughout this section the terms 'business' and 'employment' are used to refer to the uses in B use class and other unclassified uses of similar nature as set out in paragraph 5.5 on page 147.

Policy E2 Employment premises and sites

The Council will encourage the provision of employment premises and sites in the borough. We will protect premises or sites that are suitable for continued business use, 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.

We will resist development of business premises and sites for non-business use unless it 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.

We will consider higher intensity redevelopment of premises or sites that are suitable for continued business provided that:

- c. the level of employment floorspace is increased or at least maintained;
- d. the redevelopment retains existing businesses on the site as far as possible, and in particular industry, light industry, and warehouse/logistic uses that support the functioning of the CAZ or the local economy;
- e. it is demonstrated to the Council's satisfaction that any relocation of businesses supporting the CAZ or the local economy will not cause harm to CAZ functions or Camden's local economy and will be to a sustainable location;
- f. the proposed premises include floorspace suitable for start-ups, small and medium-sized enterprises, such as managed affordable workspace where viable;
- g. the scheme would increase employment opportunities for local residents, including training and apprenticeships;
- h. the scheme includes other priority uses, such as housing, affordable housing and open space, where relevant, and where this would not prejudice the continued operation of businesses on the site; and
- i. for larger employment sites, any redevelopment is part of a comprehensive scheme.

Hatton Garden

The Council will seek to secure and retain premises suitable for use as jewellery workshops and related uses in Hatton Garden. We will also resist development of business premises and sites for a non-business use.

Where the applicant can demonstrate criterion a. and b. above we will expect the proposals to provide a mix of uses that include premises suitable for use as jewellery workshops.

We will consider redevelopment of premises or sites that are suitable for continued jewellery workshops provided that:

- j. the level of jewellery workshop space is increased or at least maintained;
- k. the redevelopment retains existing businesses on the site as far as possible; and
- l. the relocation of businesses will not cause harm to CAZ functions or Camden's local economy.

Where proposals in Hatton Garden would increase total gross internal floorspace by more than 200sqm, we will seek 50% of the additional floorspace as affordable premises suitable for the jewellery sector.

Business and employment uses

5.35 Having a range of sites and premises across the borough to suit the different needs of businesses for space, location and accessibility is vital to maintaining and developing Camden's successful economy. An increase in the number and diversity of employment opportunities is fundamental to improving the competitiveness of Camden and of London. The Council wants to encourage the development of a broad economic base in the borough to help meet the varied employment needs, skills and qualifications of Camden's workforce.

5.36 We will seek to ensure that existing and future employment uses can operate effectively without being in conflict with other sensitive uses such as housing. "Policy A4 Noise and vibration" provides further advice on this matter.

Proposals involving loss of business premises and sites

5.37 When assessing proposals that involve the loss of a business use to a non-business use we will consider whether there is potential for that use to continue. We will take into account various factors including:

- the suitability of the location for any business use;
- whether the premises are in a reasonable condition to allow the use to continue;
- the range of unit sizes it provides, particularly suitability for small businesses; and
- whether the business use is well related to nearby land uses.

5.38 For further details on how we will take these into account can be found in our supplementary planning document Camden Planning Guidance on town centres, retail and employment.

- 5.39 In addition to the considerations above, where a change of use to a non-business use is proposed, the applicant must demonstrate to the Council's satisfaction that there is no realistic prospect of demand to use the site for an employment use. The applicant must submit evidence of a thorough marketing exercise, sustained over at least two years. The premises should be marketed at realistic prices, include a consideration of alternative business uses and layouts and marketing strategies, including management of the space by specialist third party providers.

Redevelopment of sites that are suitable for continued business use

- 5.40 Where premises or sites are suitable for continued business use, the Council will consider higher intensity redevelopment schemes which improve functional efficiency, maintain or, preferably, increase the amount of employment floorspace and number of jobs and provide other priority uses, such as housing (and, in particular, affordable housing), community facilities and open space, where this would not prejudice the continued operation of businesses on the site. The loss of a business supporting the CAZ or the local economy as part of a redevelopment scheme will only be permitted if it is demonstrated that it is possible for the existing business to be relocated to a sustainable location and that this would not cause harm to CAZ functions or Camden's local economy. (Further guidance on business uses considered to support the CAZ is set out in the Mayor of London's Central Activities Zone Supplementary Planning Guidance.) Redevelopment should retain as far as possible existing businesses that desire to remain on the site, and in particular retain industrial and warehouse/logistic uses that support the functioning of the CAZ or the local economy. The reprovided employment floorspace on the proposal site should be designed flexibly to be able to accommodate a range of business types and sizes, in particular small and medium-sized enterprises (SMEs) and businesses in growth sectors such as the creative industries. The provision of affordable workspaces will be particularly welcomed.
- 5.41 Applicants must demonstrate to the Council's satisfaction that the commercial element of any redevelopment scheme is appropriate to meet the likely needs of the end user. The provision of inappropriate business space (e.g. inappropriate floor to ceiling height or poor access arrangements) will not be acceptable as this often fails to attract an occupier, which can lead to vacancy. Clear separation of the residential element and effective management of the business space will also be important. Further information on new workspace can be found in our supplementary planning document Camden Planning Guidance on town centres, retail and employment.
- 5.42 Where it is proposed to redevelop employment land for another business use, the Council will seek to retain features that will enable the flexible use of the premises for a range of business purposes. This will help to maintain the range of employment premises available and is especially important given the limited supply of non-office premises.
- 5.43 We will also seek the provision of managed workspace or premises where this can be incorporated into developments with an employment component. This will help small and growing businesses and social enterprises in Camden to find suitable and affordable premises in buildings which are managed by a

third party. Some workspace providers also supply administration and business services as well as a café/bar or other social space. Developers will be expected to liaise with the Council and managed workspace providers to ensure that appropriate accommodation is provided. Please see our supplementary planning document Camden Planning Guidance on town centres, retail and employment for more information on the provision of flexible and affordable workspace.

- 5.44 Where provision of SME workspace has been agreed as part of a development, the Council will seek to secure this via the use of planning obligations. We will also seek to secure through a planning obligation an element of affordable SME workspace from large scale employment developments with a floorspace of 1,000sqm or more. The cost per square foot or per workstation that would be considered affordable will vary according to a range of factors such as location, type, quality etc. Where workspace has been specified as affordable, the Council's Economic Development Team will work with developers to agree appropriate terms of affordability on a case by case basis. The following are examples of ways in which affordability could be considered:
- an element of the space could be provided at less than 80% of comparable market values (however, for many sectors and locations in Camden rents will need to be lower than this to make them affordable to target occupiers);
 - a sponsorship programme through which a number of local businesses are able to access space at reduced rents for an agreed period; and
 - an average of market rents paid by tenants in the area occupying an equivalent type and quality of space.
- 5.45 The Council will also consider alternative suggestions made by developers.

Industry Area

- 5.46 The Council will retain the Kentish Town Industry Area for industrial and warehousing uses as set out in "Policy E1 Economic development", by resisting any proposals that would lead to the loss of sites in Use Classes B1(b), B1(c), B2 and B8 and sui generis uses of a similar nature. Part of the Industry Area is in low density employment use. The Council will consider higher intensity redevelopment proposals for employment uses for the use classes identified within this paragraph. Redevelopment proposals for the Industry Area will be assessed in accordance with Policy E2. The inclusion of other priority uses, as set out in criterion h, will not be required as part of any redevelopment scheme; however the inclusion of such uses could form part of development proposals provided that they would not prejudice the successful operation of businesses in the area.

Hatton Garden

- 5.47 The designated Hatton Garden area has a special character due to its nationally and internationally important cluster of jewellery manufacture and trading. The Council seeks to preserve and enhance the special character of the Hatton Garden, and to secure and protect a stock of premises available for small jewellery workshops and related light industry.
- 5.48 We will seek to ensure that existing and future employment uses, particularly workshops, in Hatton Garden can operate effectively without being in conflict

with other sensitive uses such as housing. "Policy A4 Noise and vibration" provides further advice on this matter.

- 5.49 In line with Policy E2, in the Hatton Garden area the conversion of employment premises will only be permitted where it can be demonstrated that they have been vacant and marketed for at least two years and they are replaced by a mixed use development that includes premises suitable for use as jewellery workshops as well as other appropriate uses.
- 5.50 The Council will expect the marketing evidence to clearly demonstrate that these premises have been marketed explicitly for the jewellery industry through appropriate media. Applicants should contact the Council's Economic Development team, who can provide information and guidance.
- 5.51 We will use planning obligations and conditions to ensure that the premises provided are suitable for jewellery uses in terms of design, layout and affordability.
- 5.52 Where redevelopment proposals would increase total gross floorspace by more than 200sqm, we will seek 50% of additional floorspace as affordable premises suitable for the jewellery sector. In such cases the Council will expect rents for the designated jewellery space to be no more than the average of market rents for B1c space in jewellery use in Hatton Garden and will seek to negotiate lower rents where possible. When the provision of workspace is not possible due to the nature of the site or the development, we will seek a financial contribution towards support for the jewellery industry. The requirement to provide workspace will be determined by the supply of such space in the area. Where considered appropriate, contributions towards training and support activities for industry in Hatton Garden may be sought in lieu of workshop provision. The level of contribution will be related to the area of workspace that would otherwise have been expected.

Live/work premises

- 5.53 It is recognised that combined live/work units can provide a valuable contribution to the range of business premises and may enable certain sites to remain in employment use. The Council will allow live/work developments where they do not result in the loss of sites that are suitable for continued business use or the loss of permanent housing.

Tourism

- 5.54 Local Plan “Policy E1 Economic development” sets out the Council’s overall strategy for Camden’s economy. It recognises the contribution that tourism makes to the character of Camden and the way that is perceived by those living outside the borough, and also the substantial number of jobs it provides. Policy E3 sets out our detailed approach to supporting tourism and providing accommodation for those visiting the borough.

Policy E3 Tourism

The Council recognises the importance of the visitor economy in Camden and will support tourism development and visitor accommodation.

We will:

- a. expect new, large-scale tourism development and visitor accommodation to be located in Central London, particularly the growth areas of King’s Cross, Euston, Tottenham Court Road and Holborn;
- b. allow smaller-scale visitor accommodation in the town centres of Camden Town, Kilburn, West Hampstead, Kentish Town and Finchley Road/Swiss Cottage;
- c. consider tourism development outside of the areas listed above where it would have a local or specialist focus and would attract limited numbers of visitors from outside the borough;
- d. encourage large-scale tourism development and visitor accommodation to provide training and employ Camden residents;
- e. protect existing visitor accommodation in appropriate locations.

All tourism development and visitor accommodation must:

- f. be easily reached by public transport;
- g. provide any necessary pickup and set down points for private hire cars and coaches and provide taxi ranks and coach parking where necessary;
- h. not harm the balance and mix of uses in the area, local character, residential amenity, services for the local community, the environment or transport systems; and
- i. not lead to the loss of permanent residential accommodation.

Tourism in Camden

- 5.55 Camden has a wide variety of tourist and cultural attractions, from major institutions, such as the British Museum and British Library; to open spaces like Hampstead Heath and Primrose Hill; shopping destinations like Camden Town’s markets and Covent Garden; venues such as the Roundhouse, Koko and the Forum; Regent’s Canal; and historic places, such as Hampstead and Bloomsbury. These attract high numbers of visitors throughout the year from London, the UK and beyond and contribute greatly to the vibrancy, image and economy of Camden and London as a whole.