



21st November 2021

2021/4663/P

Adam Greenhalgh
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Formal Objection to application 2021/4663/P at 1 Fielding Court for a conversion of an office to cycle storage.

The Seven Dials CAAC objects to the above application on the basis of harm to the special character of the Seven Dials Conservation Area.

One of the defining characteristics of this conservation area is the predominance of ground floor commercial use coupled with residential use on the floors above. The first sentence of the introduction to the Seven Dials Conservation Area Appraisal states:

'This Conservation Area has the imprint of a unique legacy. Vibrant economic activity combined with conservation of the built heritage has created a place that is important to Camden and to London.'

Policy E1(b) of the Camden Local Plan 2017 states:

'[The Council will] 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'

Policy E2 of the Camden Local Plan 2017 states:

'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.'

Seven Dials is one of the most economically vibrant locations within the London Borough of Camden in which there is strong demand for office space and wider commercial use. Given the Central London location, this demand is likely one of the strongest in the country. The application does not supply any evidence of difficulty in letting this space.

Regardless of any potential difficulty letting the space, the proposal to use an internal space in the CAZ as cycle storage is frankly considered absurd.

We therefore object to this application.