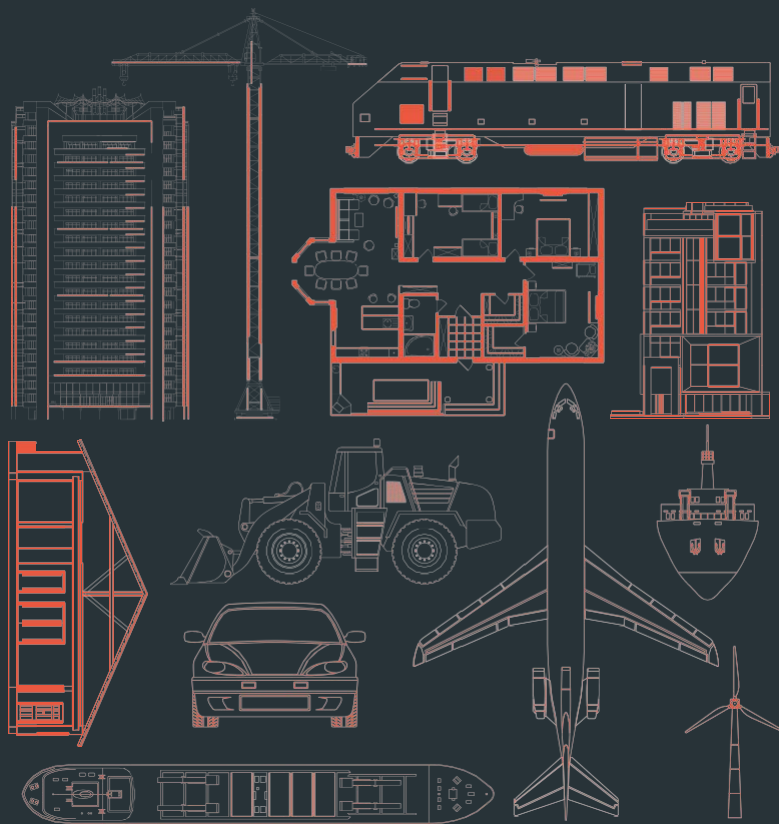


becg



## **Camden Goods Yard**

Consultation Statement – PFS Site S73 Application  
Juniper Building Revisions

## 1. OVERVIEW

This Consultation Statement has been prepared by BECG on behalf of St West London Limited, referred to as the Applicant, to accompany a S73 planning application for amendments to the Camden Goods Yard project within the London Borough of Camden.

St George are committed to open and transparent consultation with the community on all phases of development at Camden Goods Yard.

This S73 application on the PFS site seeks revisions to the existing consent for the Juniper Building as follows:

### Summary of Proposed Amendments:

1. Removal of Petrol Filling Station
2. Reconfiguration of ground floor layout to accommodate:
  - a. Additional improved office and retail floorspace and back of house functions;
  - b. Enlarging the office lobby;
  - c. Introducing an office lobby-café;
  - d. Including a dedicated office cycle entrance;
  - e. Introducing an office mezzanine level; and
  - f. Replacing the Petrol Filling Station with an electric vehicle (EV) charging station (comprising four public bays).
3. Extending the building 6 metres resulting in the creation of additional office floorspace across all levels (2,207 sqm GIA) and an additional ground floor retail unit (50 sqm GIA).
4. Introduction of a mezzanine level to the first floor.
5. Ground floor windows added to the western elevation adjoining the consented Youth Space (also within PFS site) to the west.
6. Building footprint to the east adjusted (shifted 390mm westwards to improve pavement widths by 0.4m).
7. Internal reconfiguration of the Corner Building by converting the retail (F&B) floorspace on Level 2 (197 sqm GIA) to office floorspace whilst retaining retail (F&B) at levels 1, 3 and 4 including the winter garden.
8. Reconfiguration of Morrisons floorplan to widen the frontage by one bay and reduce depth of unit to facilitate improved trading and back of house operations.
9. Rationalisation of plant space at ground floor enabling the omission of plant from 2nd floor.
10. Reconfiguration and optimisation of plant at roof level.
11. Introduction of a rear ground floor office yard terrace.
12. Minor extension to fifth floor office terrace.

Alongside pre-application discussions with the London Borough of Camden, a consultation has been undertaken with the wider public utilising a physical newsletter, emails to key stakeholders, and a dedicated page on the project website with feedback form.

This document sets out the activity undertaken, and the feedback received.

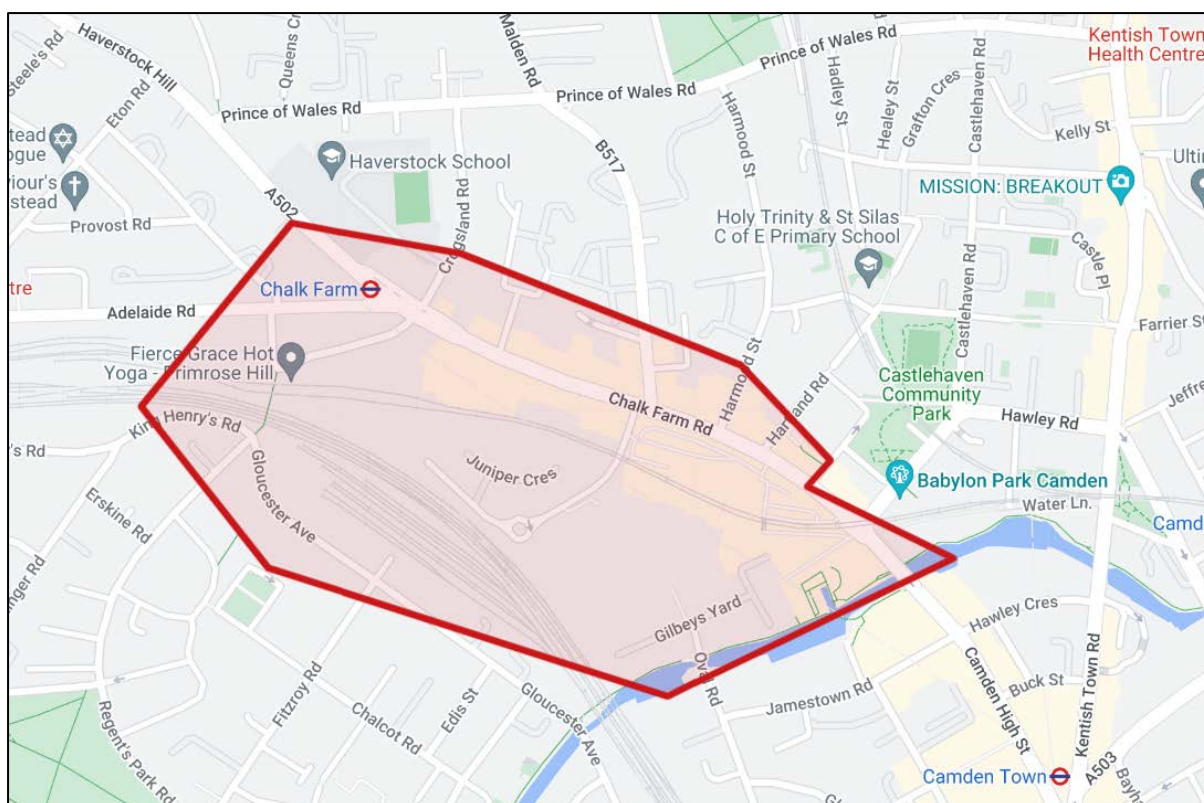
## 2. ACTIVITY

### Meeting with ward councillor

A briefing was held for Cllr Pat Callaghan, ward councillor for the site and Deputy Leader, on the 12<sup>th</sup> July. The team provided a presentation on the proposals and answered questions.

### Newsletter

A four-page newsletter was sent to 1,700 addresses in the local area, as shown on the map below, focusing on those most likely to be impacted by construction activity and in proximity to the PFS site. The newsletter was sent by Royal Mail 1<sup>st</sup> class post.



The newsletter included a construction update as well as information about how to give views on the PFS consultation.

A copy of the newsletter material can be seen in Appendix 1.

### Email to key and interested stakeholders

An email was sent on Tuesday 12<sup>th</sup> July 2022 to an email list comprising key local groups as well as those who have signed up for project updates. The list comprises of over 300 email addresses. The email included a digital copy of the update newsletter and a specific reference to the PFS consultation. No direct email responses were received from the email list.

**From:** feedback@camdengoodsyards.com <feedback@camdengoodsyards.com>  
**Sent:** 12 July 2022 15:52  
**To:** feedback@camdengoodsyards.com  
**Subject:** Camden Goods Yard July Newsletter

Dear Neighbour,

Thank you for your continued engagement with us over the year .

We are pleased to attach the latest copy of the Camden Good Yard Newsletter. We hope you find it informative about our progress on site.

We want to bring to your attention an update on the consultation on revision to the PFS site. This will be an opportunity for you to have your say and you should take the opportunity to review it and respond.

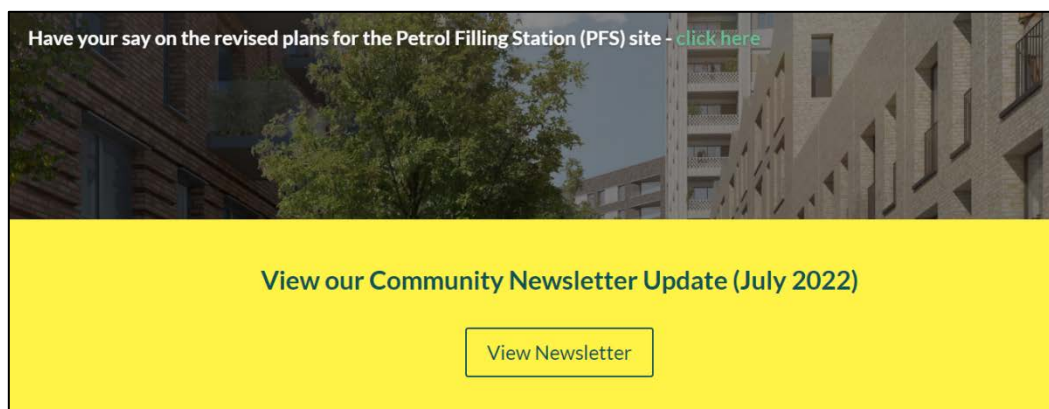
If you have any further question, please do not hesitate to contact us at [feedback@camdengoodsyards.com](mailto:feedback@camdengoodsyards.com)

Kind regards,

The Camden Goods Yard Team

## Project Website

The project website [www.camdengoodsyardsconsultation.com](http://www.camdengoodsyardsconsultation.com) was updated to provide additional information on the PFS application and an on-line feedback form for responses. Links were provided on the home page to the consultation and the latest newsletter.



The link from the home page went to a dedicated web page which provided more information on the proposals, including before and after CGIs, the floorplan, and information on the proposed changes (example screenshots shown on the next page)

## Have your say

### Planning Amendments to the former Petrol Filling Station site

As part of our ongoing review of the plans for the Camden Goods Yard, we are proposing to revise the office building which will be located on the former Petrol Filling Station site (PFS), where the Morrisons temporary store is currently located.

The current planning permission provides for a new building of six storeys with approximately 8,500 m<sup>2</sup> of office space, alongside a petrol filling station, plus retail and restaurant-café space linked to a winter garden.

The revised plans are seeking to amend this permission, resulting in an overall increase in space of circa 2,300 square meters (sqm).



CGI of the existing permission.



CGI of the revised proposal

We are currently seeking your views on the revised proposals. If you have any comments, please fill out our short survey below. The response deadline is Thursday 21st July.

#### Have your say - Survey

Do you support the proposed changes to the office building?

- ☐ Yes ☐ No ☐ Not sure

Do you support the move to more sustainable use for the site by removing the petrol filling station?

- ☐ Yes ☐ No ☐ Not sure

Do you have any other comments?

Submit



### 3. FEEDBACK

As of Thursday 21 July 2022 at the close of the consultation, 12 feedback forms have been completed online through the feedback portal. Consultees were either asked to fill out a short feedback form or email their comments directly to the project email address.

12 feedback forms were received via the project website, with the following results:

#### Q1. Do you support the proposed changes to the office building?

Yes 2  
No 10

#### Q2. Do you support the move to a more sustainable use for the site by removing the petrol filling station?

Yes 4  
No 7  
Not sure 1

#### Q3. Do you have any other comments?

8 respondents made additional comments, shown in full below:

Comment	Applicant Response	Response ID
<i>I fully support the aim of moving to EV and hydrogen vehicles. However, many people are currently not able to afford to change cars in the current economic climate so petrol will still have to be used by many of us. There are already 11 hydrogen fuel stations which gives far less emission than EV and we will need space in the future for these as petrol slowly gets phased out. Just planning for EV is short-term thinking as well as completely ignoring the fact that most of us can't afford a lovely Tesla much as we would like one.</i>	<p>The support for the EV vehicles is noted.</p> <p>From 2030, the sale of new petrol and diesel vehicles will be banned.</p> <p>The EV spaces are due to be delivered in 2027 supporting significantly increasing demand for EVs and reflect best planning at this stage for supporting the transition to emission free vehicles.</p> <p>The proposed EV charging station is supported by Mayor of London plans to support electric vehicle charging infrastructure in London.</p> <p>It is also supported by national, regional and local planning policy which seeks to ensure development is designed with electric vehicle charging infrastructure and</p>	211

	that existing petrol filling stations are remodeled to facilitated new technologies such as electric vehicle charging points.	
<i>The height of the entrance of the proposed building will affect the amount of light that Juniper Crescent estate residents. To assist the transition from drivers to bike riders, a dual petrol station/bike park can be installed.</i>	<p>The height of the building is not changing and there is no additional impact on Juniper Crescent estate residents.</p> <p>The cycle provision has also increased in this revised application, providing a total of 227 cycles spaces, an uplift of 154 spaces from the consented scheme fully supporting sustainable modes of transport for office users. The Juniper Building will also provide state of the art end of journey changing and showering facilities for office users.</p>	205
<i>I live local and not everyone has the money for electric car. Also more space means more congestion in the area it's already full of food places in the market. Also it takes away from the market. You're just trying to get more money for your space no consideration for the local community. These so-called jobs are not guaranteed to get to the local community.</i>	<p>The additional space creates around 180 additional jobs, as well as providing an additional boost of circa £530,000 per annum of employee spending locally.</p> <p>The new office space will help support the vitality of Camden Market through additional jobs, footfall and spend.</p> <p>Extensive community infrastructure is provided across the wider Camden Goods Yard development (CGY) including a new community facility, community gardens and play spaces. A new 340 sqm youth space for 12+ year olds will be delivered immediately adjacent to the Juniper Building (PFS site) will be designed in consultation with the local community and delivered at the same time as the Juniper Building.</p>	204

<i>Commitment to showering facilities being made fully free access to all.</i>	The development cannot support public shower facilities. These are for employees within the building only.	
<i>Why are we building more offices at a time when there is a massive housing crisis and simultaneously there is a long-term movement towards working from home? Office spaces are dying and losing value. Please reconsider this – the space would be much better used as flats.</i>	Planning policy supports office in this location, and we are making minor amendments to an existing approved building. It is an important component of the wider mixed-use Camden Goods Yard regeneration project, which already includes 644 new homes. St George increased the number of homes being delivered on the main site by 71 through a planning application approved in December 2020. 203 no. of new homes on the site will be affordable.	202
<i>I recently received a letter with the proposal and am writing to express my firm opposition to any changes from initial planning on the basis of ineffective design, lack of free community spaces (both in terms of financial cost as well as areas without facial recognition cameras). I also would like to request for all technical and not technical documents, environmental impact assessments, community impact assessments as well as carbon calculations and comparisons with lowest achievable carbon solution, relative amount of affordable residential buildings and the full distribution of allocations across ethnicity, income band, etc.</i>	<p>Planning permission has already been granted for the redevelopment of the Camden Goods Yard site including the Juniper Building. This S73 planning application includes minor amendments to the PFS office building only. There are no changes proposed to the residential component of the wider Camden Goods Yard development.</p> <p>The planning application includes an assessment of the proposals against current planning policy and is supported by a suite of technical assessments including a whole lifecycle carbon assessment which considers the carbon emissions resulting from the construction and the use of a building over its entire life, alongside an energy statement addendum.</p>	



	<p>The full suite of documents that form part of this application are available for review on the Council's website.</p> <p>In respect of community spaces, extensive community facilities are provided across the wider Camden Goods Yard development (CGY) including a new community facility, community gardens and play spaces and a 340 sq m youth space for the local 12+ year olds, adjacent to the PFS building.</p>	
<p><i>Most of us can't afford electric vehicles and will need to use petrol for some time to come</i></p>	<p>From 2030, the sale of new petrol and diesel vehicles will be banned.</p> <p>The EV spaces are due to be delivered in 2027 supporting significantly increasing demand for EVs and reflect best planning at this stage for supporting the transition to emission free vehicles.</p> <p>The proposed EV charging station is supported by Mayor of London plans to support electric vehicle charging infrastructure in London as well as national and local planning policy which seeks to ensure development is designed with electric vehicle charging infrastructure and that existing petrol filling stations are remodeled to facilitated new technologies such as electric vehicle charging points.</p>	214

#### 4. CONCLUSION

Feedback to the consultation has been mixed, with 9 respondents disagreeing to the overall principle of the delivery of office development as opposed to the specific amendments contained within this application.

There is support for removing the petrol filling station among respondents with some concerns over the ability of those on lower incomes being able to afford the transition to electric vehicles.

Overall, the response rate was low reflecting the minor nature of the proposed changes.

## 5. Appendices

### 5.1 Appendix 1 – Newsletter

# THE CAMDEN GOODS YARD

◦ **Community Newsletter: July 2022** ◦

Welcome to our community newsletter, providing you with all the latest news about St George's progress on the regeneration of the Camden Goods Yard site.

We hope you have been well during this time.

In this latest newsletter, we focus on the next stage of works and revised plans for the office building on the Petrol Filling Station Site (PFS) which we are seeking your views on.



View of new new Goods Yard public square and entrance to new Morrisons store

#### UPDATE ON NEXT STAGE OF WORKS

Since our last newsletter we have constructed the basement wall, reduced the site levels by one level and completed our sewer upgrade works on the Main Site.

Our next phase of works on site comprises of the remaining basement and concrete frames for the first two Buildings A and B.

There is more information in this newsletter on those works, as well as a chance for you to comment on a revised planning application for the office building that will be located on the site of the former petrol filling station.



The next stage of works started on 27th June 2022, with our contractor AJ Morrisroe is now mobilising to deliver the following works related to Buildings A and B:

1. Reducing the basement by one further level to provide the Morrisons car park, Morrisons store and Building A basement.
2. Piles and concrete foundations to support the structure of the basement and buildings across the development.
3. Construction of the concrete podium 'slab' which will sit on top of the basement and lower ground floors. The podium will form the ground floor level across the site.
4. Construction of the concrete frames to Buildings A and B.

With these works, we will also be erecting 4 tower cranes across site to facilitate the logistics and delivery of materials across the construction work area.

These works are programmed to take 13 months and be completed in Q3 2023.

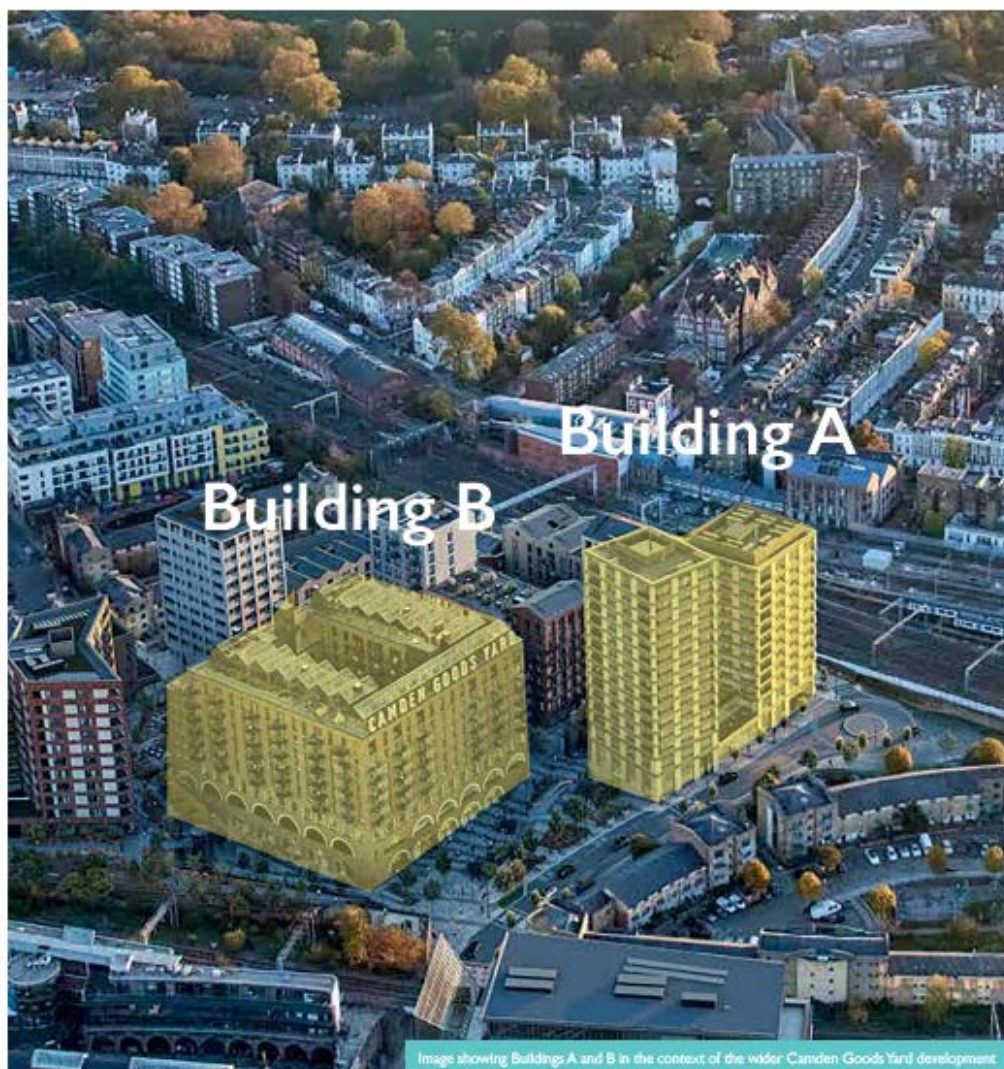


Image showing Buildings A and B in the context of the wider Camden Goods Yard development.



Existing CGI



Revised CGI

## HAVE YOUR SAY

### Planning Amendments to the former Petrol Filling Station site

As part of our ongoing review of the plans for the Camden Goods Yard, we are proposing to revise the office building that will sit in the location of the former Petrol Filling Station (PFS) and where the temporary Morrisons store is currently located.

The current planning permission provides for a new building of six storeys and approximately 8,500 square metres (sqm) of new office space, alongside a petrol filling station, and retail and café space.

The revised plans are seeking to amend this permission, resulting in an increase in office space of approximately 2,300 sqm. The changes will create more employment floor space, jobs and environmental improvements for the benefit of Camden. The key amendments proposed are:

- The removal of the open-air petrol tanker and service yard, providing a safer setting for the neighboring Youth Space.
- As such, a traditional petrol station is no longer a sustainable use for the site. In its place we are proposing a four space dedicated rapid electric vehicle (EV) charging station, comprising 4 spaces, which will support the transition to EVs.
- An extension of the building by 6m in width to create additional office space.
- Increasing the amount of office space, providing around 200 additional jobs, an uplift of £550,000 spent locally by the office workers, and circa £400,000 of additional Community Infrastructure Levy (CIL), helping to fund local infrastructure improvements.
- Increased cycle spaces and dedicated end of trip facilities such as shower and changing rooms. This supports the borough's drive for a more sustainable transport agenda.

We are currently seeking your views on the revised proposals, and there is more information, images of the previous and revised proposals, and a short survey on our website. Just use the QR code below to go directly to the site or visit [camdengoodsyards.co.uk](http://camdengoodsyards.co.uk)

Alternatively, just email us at [feedback@camdengoodsyards.com](mailto:feedback@camdengoodsyards.com) with any thoughts.

The deadline for comments or completing the survey is the **Sunday 17th July 2022**.








## GET IN TOUCH

We have several ways you can get in touch with us should you have any questions, including the CGY website, where you can find regular updates about the site and project news.

To sign-up for the latest development updates, for general queries, or site-related matters, please contact us at:  [www.camdengoodsyardsconsultation.com](http://www.camdengoodsyardsconsultation.com)

Email direct to [feedback@camdengoodsyard.com](mailto:feedback@camdengoodsyard.com)

or call  0800 298 7040 (9am – 5.30pm Monday to Friday)

