

APPROACH TO INTERIM DEVELOPMENT IN THE REGIS ROAD GROWTH AREA

Camden, along with London as a whole, is experiencing significant change, with substantial population growth and increases in demand for housing and employment.

The Council's objective is to create the conditions for growth to provide the homes, jobs and other facilities needed to support it, while ensuring that growth delivers opportunities and benefits for our residents and businesses.

The Local Plan seeks to meet Camden's objectively assessed needs to 2031 for:

- 16,800 additional homes
- 695,000sqm of office floorspace
- c30,000sqm of retail floorspace

A significant proportion of Camden's growth up to 2031 is expected to be delivered through growth areas, including the Kentish Town Regis Road Growth Area.

We are in the process of producing a planning framework for this area to provide more detailed advice to support the Local Plan and guide the future development.

This statement is intended to assist landowners, developers and other interested parties by providing an understanding of the Council's intentions for the area. It provides further details about how the Council will apply Local Plan policies in the Regis Road Area and in particular policies G1 Delivery and Location of Growth, E1 Economic Development & E2 Employment Premises and Sites, prior to a comprehensive redevelopment coming forward for the area.

Subject to public consultation and engagement, it is intended that this statement will be incorporated into the planning framework in due course.

Regis Road Growth Area

Local Plan policy G1 Delivery and Location of Growth identifies the Regis Road Growth area as a significant opportunity to deliver an employment-led redevelopment scheme that will also deliver a substantial increase in homes and jobs, as well as improve movement around the area, reconnecting communities.

The local plan states redevelopment will only be considered where this is employment-led and part of a comprehensive scheme. The Council expects the comprehensive redevelopment of the Regis Road Growth Area to be transformative, coordinated and strategically planned. We are seeking to work with local landowners and stakeholders to ensure a holistic and well thought out approach.

Proposals for individual sites, piecemeal developments and schemes which prejudice the comprehensive strategic approach to the Regis Road Growth Area, will be resisted. No uses outside of B1(b), B1(c), B2, B8 and sui generis uses of a similar nature will be permitted in the area unless they form part of a comprehensive-employment led scheme.

The Council's priority for this area is to unlock comprehensive regeneration which will deliver a significant number of much needed new jobs, homes and urban realm improvements. However, we recognise that comprehensive employment-led development is likely to take a number of years to come forward.

In the interim, the Council seeks to ensure that the Regis Road area remains a functional industry area, providing jobs and contributing to our economy. To facilitate this there may be a need to carry out small-scale development and refurbishment works to commercial premises. Any such proposals will need to be considered very carefully and may not be acceptable.

Where interim development is proposed the Council will only accept proposals where they would not prejudice the future comprehensive development of the area and where they are considered to be absolutely necessary for the continued function as an industry area in the meantime. Applications for interim development will be determined on the merits of the proposal, but considerations that the Council will take into account when assessing them will include:

- Whether the works are necessary for the continued functioning of the site as an industry area in the interim of comprehensive development.
- The scale and nature of the proposal and whether this is commensurate to interim development.
- Whether the proposals are linked to an existing or identified commercial occupier, whether the site has been marketed for occupation in its current condition and whether the property is being offered with short-term/flexible lease arrangements.
- Whether the proposals could prejudice the physical delivery of a comprehensive scheme on the site. For example, by blocking potential access, providing inactive or unsuitable street frontages, being of a nature that could be incompatible in a mixed use environment.
- Whether the proposals could prejudice the viability of a comprehensive scheme. For example, by making significant investment into buildings that are likely to be redeveloped.
- Whether proposals would undermine the coordinated partnership working towards delivery of a comprehensive scheme.
- Any application will also be subject to the statutory consultation procedures.

The temporary or 'meanwhile' use of vacant buildings that provide training or employment benefits for local people may be acceptable, subject to the details and the site circumstances. This would only be where proposals would not prejudice the comprehensive redevelopment of the area and would not compromise the operation of an industry area in the meantime.

The Council may request evidence of the above to support the consideration of proposals. Any landowner or business considering development in the area is strongly advised to contact the Council's planning service for further advice prior to the formulation of development proposals.

The Council will continue to review the approach, will take into account the feedback from public consultation and will update the guidance as necessary.

