



Camden Goods Yard



Delivering a mixed-use urban quarter in Camden

CLIENT

Barratt London and St George Plc

LPA

London Borough of Camden

STATUS

Under construction

SERVICES

Planning, Heritage and Townscape, Economics

The project

- The site is a high profile strategic site on the edge of Camden Town which will facilitate the wider redevelopment of the Camden Goods Yard framework area.
- Our Planning team co-ordinated the full planning process, from project inception to the grant of planning permission. Our input included strategy advice, pre-application engagement, supporting the production of an area planning framework and negotiating on the terms of the legal agreement and planning conditions. We built a close relationship with the local authority over the course of the project.
- Our Heritage & Townscape and Economics teams provided specialist input including at the design development stage and for the Environmental Impact Assessment and planning submission. This included townscape analysis, which informed iterative masterplan options, and assessments of economic benefits and health impacts of the proposals.
- We engaged positively with all key stakeholders during the pre-application and application process to ensure that the redevelopment scheme is contextually responsive whilst optimising the development potential of the site.
- We initially secured planning permission for the scheme on behalf of Morrisons Plc and Barratt London. We subsequently secured permission for additional residential units as part of an optimisation scheme for St George Plc.

Contribution to meeting UNSDGs

- We engaged with council officers involved both in setting a strategic vision for the site and surrounding area, and those assessing the proposals for the subject site, through a structured approach set out within a Planning Performance Agreement. Collaborative working with the local authority helped to ensure alignment between the council's and client's aspirations for the site.
- The masterplanning and design process was an iterative exercise, influenced by design and heritage officers at the council, as well as the Design Review Panel managed on behalf of the council.
- We reached out to the local community and elected members through a number of consultation exercises during the evolution of the scheme.
- The scheme will deliver a range of public benefits, including extensive public realm and biodiversity enhancements, employment opportunities, new homes including affordable homes, and will deliver buildings with high sustainability standards, served by a range of sustainable transport options.



Turley