

Planning Advice and Information Service
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

24 July 2022

Dear Sir / Madam,

RE: Application number 2022/2019/P

I am writing on behalf of the London Property Alliance to respond to the planning application for phase one of the Camden Highline. The Alliance, represents owners, developers, investors, and professional advisors of real estate across the Central London, has a policy of not commenting on planning applications due to the conflict of interests this would normally entail. However, given the non-profit and public nature of the Camden Highline, and its associated community benefits, it is an exception to the rule, and is fully endorsed by the Alliance.

The prosperity of Camden forms a key part of the health of central London, and we welcome the opportunity to supports this planning application for the reasons set out below:

Tourism

In the wake of the pandemic, the recovery of the tourism sector is crucial and efforts to drive this are much needed. As a major line of connection throughout Camden, the Highline will play an important role in this process.

By connecting neighborhoods and linking together communities the project will significantly improve accessibility to local high streets as well as key tourist destinations like Camden Market. Given the unique experience it presents, the Highline itself will also serve as an important tourist destination. It's counterpart in New York has become one of the city's most popular destinations, having been expanded with additional 2nd and 3rd sections. To achieve this kind of recovery, developments such as the highline must be supported.

Economic Development

Increasing beneficial forms of tourism will play a substantial role in the economic well-being of the Camden area and wider London, providing a significant boost to local businesses. The highline will also ensure that these benefits are felt 7 days a week.

By connecting the growing number of post-covid remote workers to their local businesses and high streets, the highline will ensure that the economic benefits of the project extend beyond weekend tourism. Recognition of this is hugely significant for maintaining the economic development of the area and the LPA endorses the incorporation of this into the Highline's ethos.

Investment

In addition to this, the Highline also has the potential to become a catalyst for investment into the area. The project has already secured funding for the improvement of Camden Gardens, with money to go to the development of a communal area, café, and kiosk. Looking again to the success of the highline in New York, the project brought in an estimated \$2 billion in new developments. It is belief of the LPA that the Camden Highline will bring significant boosts to real estate investment, aiding in the recovery of Camden and the broader CAZ area.

Environment

For these benefits to be sustainable, development projects must be managed in a way that is in line with the city's environmental priorities. The highline will provide the local area with an important and much needed opportunity to boost biodiversity, serving to enrich local communities with the benefits of nature. As well as providing this the highline will also relieve pressure on public transport by increasing the number of walking routes, helping work towards the boroughs goal of a net zero Camden by 2030. The LPA fully supports the projects ecologically minded ambitions and recognizes their importance for healthy development and for the borough.

In conclusion, the success of Camden is integral to the success of London and the Alliance endorses the Camden Highline in its efforts to promote this. We look forward to engaging with you on the future of this project and are happy to discuss further any questions you may have.

Yours faithfully,



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