

PLANNING STATEMENT

Location: Land At Eversholt Street, NW1 1BX

Client: Jason Tucker

Date: December 2021



PLANNING
INSIGHT

QUALITY ASSURANCE

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CONTENTS

INTRODUCTION	2
DESCRIPTION OF SITE AND SURROUNDINGS	5
RELEVANT PLANNING HISTORY	7
PLANNING POLICY	9
PLANNING CONSIDERATIONS	11
CONCLUSION	16

INTRODUCTION

PLANNING STATEMENT

Jason Tucker

1.0 Introduction

1.1 Overview

1.1.1 This Planning Statement has been prepared by Planning Insight on behalf of Jason Tucker (hereafter referred to as 'the Applicant') to accompany a planning application to the London Borough of Camden in respect of the proposed development at Eversholt Street (the 'Application Site').

"Temporary siting of Use Class E(a) & E(b) structure"

1.1.2 The overall objective of the scheme is to provide a new community facility that showcases art and provides an active frontage, enhancing the local area.

1.2 Concept and Vision

1.2.1 Jason Tucker was born in Camden and has long-lasting links with the borough in terms of education and interests. He is an artist and food enthusiast who is keen to bring forward a Coffee Shop and Art House on underutilised land located in Eversholt Street. His artwork is based on community, recycling and mental health. Each piece has a narrative based on the topic of the series.

1.2.2 Jason organises exhibitions in community spaces across London with a particular focus on Camden. During a recent exhibition, he was made aware of the joint initiative between UCL and LB Camden, The Renewal Commission. The goals of the Renewal Commission resonated with Jason, and this has led to developing the proposal for Eversholt Street.

1.2.3 'Camden Locals' Coffee Shop and Art House is envisaged as a multipurpose – environmentally-conscious - social coffee shop gallery, which is a hub for creatives to gather and share. From the outset some of the overarching functions of the space are as follows:

- Light food and hot drink serving facilities to be served on-site.
- Gallery space on the walls of the structure to showcase emerging local artists.

1.2.4 The site would offer a place for meetings and would seek to facilitate community events.



1.2.5 Camden Locals is committed to providing local employment opportunities and one of the cornerstones of the proposal is to provide a place that will afford an incubator for other creative professions. Jason also understands that the culture and arts have suffered significantly throughout the pandemic, and they are a vital resource to bring people together. In this regard, Camden Locals would have a positive impact in terms of mental and physical wellbeing.

1.3 Application Documents

1.3.1 The Applicant has commissioned a consultant team to prepare a full planning application for the development of the application site. This Statement should be read in conjunction with the drawings and Design Statement prepared by PATALAB Architecture.

DESCRIPTION OF SITE AND SURROUNDINGS

PLANNING STATEMENT

Jason Tucker

2.0 Description of site and surroundings

2.1 Application Site Description

- 2.1.1 The existing site is located on the corner of Eversholt Street and Phoenix Road, opposite Euston Station. It is bounded by the St Aloysius R.C. Church on the eastern boundary, partly by the Prince Arthur Public House on the south boundary and the highway on the other sides. Eversholt Street is a mixed-use area that is predominantly commercial in its nature, Euston Station is a significant factor within the context.
- 2.1.2 In terms of the existing site, it is an underutilised piece of land that currently provides little with regard to its contribution to the local townscape and social value. Historically the site was a car park and has most recently been used in an ad hoc manner for additional seating associated with the public house nearby.



RELEVANT PLANNING HISTORY

PLANNING STATEMENT

Jason Tucker



3.0 Relevant planning history

3.1 Application Site History

3.1.1 The site historically was a car park; however, this was deemed unsafe. The adjacent public house encroached on the land and an agreement was made on a short-term basis that the land be used by for informal seating. This use continued and was eventually regularised under planning reference 2014/7001/P dated 10 June 2015 that granted permission for the use of land as ancillary space for the public house.

3.2 Pre-application Advice: 2021/1934/PRE

3.2.1 The applicant sought pre-application advice from the council prior to the submission of this application. Initially the applicant sought permission for a larger permanent structure.

3.2.2 Following a meeting with the Council, it was agreed that a revised proposal for a temporary permission that would allow for an interesting use of space and create an active frontage, opening up the site would be preferable. The applicant submitted revised plans that were received positive by the council, the following extract is of particular relevance:

"It is considered that the provision of café in this location could provide some life and activation to this part of Eversholt Street Neighbourhood Centre."

3.2.3 The applicant has since developed the proposals before the council based on the advice received.

PLANNING POLICY

PLANNING STATEMENT

Jason Tucker

4.0 Planning policy

4.1 Relevant Policy and Guidance

- 4.1.1 This section of the Statement provides an analysis of the planning policy context in which the proposed development should be considered in accordance with the relevant planning legislation and national policy guidance.
- 4.1.2 Planning decisions in England and Wales should be taken in accordance with the development plan unless material considerations indicate otherwise. This statutory requirement is set out in Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 4.1.3 The National Planning Policy Framework (NPPF) is clear at Paragraph 11 that development that accords with an up-to-date Local Plan should be approved without delay.
- 4.1.4 The statutory development plan for Camden consists of:
- London Plan (2021).
 - Camden Local Plan (2017).
- 4.1.5 While not forming part of the statutory development plan, the following documents remain important material considerations for the determination of planning applications in Camden:
- National Planning Policy Framework (NPPF)
 - National Planning Practice Guidance (NPPG)
 - Supplementary Planning Guidance.
- 4.1.6 The above policy and guidance documents are considered in depth within the *Planning Considerations* section below.

PLANNING CONSIDERATIONS

PLANNING STATEMENT

Jason Tucker

5.0 Planning Considerations

5.1 Principle of Development

- 5.1.1 Policy HC5, 'Supporting London's culture and creative industries', of the London Plan states that the continued growth and evolution of London's diverse cultural facilities and creative industries is supported. The policy states that development proposals for new cultural venues in town centres and places with good public transport connectivity should be supported. Part 4 of the policy states that Council's must consider the use of vacant properties and land for pop-ups or meanwhile uses for cultural and creative activities during the day and at night-time to stimulate vibrancy and viability and promote diversity in town centres.
- 5.1.2 As set out in the 'Vision' section within the Introduction of this *Statement*, the applicant envisages that Camden Locals will form a high value resource as both a meeting place and as a gallery supporting artists and creatives in the borough and wider London. In addition, the applicant intends to provide a programme of events, creating an engaging and active location that would positively contribute to the local area in a sustainable manner. In this regard, the proposed development would strongly accord with London Plan policy HC5 as a temporary use of space that supports the cultural and creative industry.
- 5.1.3 Policy E1, 'Economic development', of the Local Plan states that the Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses. Part A of the policy states that the Council will support businesses of all sizes, in particular start-ups, small and medium-sized enterprises. The proposal is to facilitate a small business that would employ local people and bring together different parts of the community and stakeholders through a coffee and gallery showcasing work from local students and artists. In terms of the advice received from the Council, it was highlighted that the proposal would align with the objectives of policy E1.
- 5.1.4 The site is directly opposite Euston Station and would serve as a conduit to showcase Camden particularly to those travelling to and from this important London terminus. As described above, the site has the potential to provide an incubator and a launch pad, in a prominent location for new and emerging local artists of all ages who would not otherwise have a platform to showcase their works offering all station visitors a cultural hub to explore new talent. In this regard, the scheme strongly aligns with the core message of policy E1, to support local businesses and encourage local employment opportunities.

Euston Area Plan SPG

- 5.1.5 The Euston Area Plan SPG provides guidance in order to steer new development in the Euston area in a positive manner. The Key Issues section highlights the need for enhanced design, opportunities for employment for local people and social and community facilities. Page 40 provides examples of the types of employment that is sought, namely space for small and medium businesses, particularly that provide opportunities for creative uses, in this regard Camden Locals would support this desired outcome to encourage a wider creative hub in Euston. Policy EAP1 highlights support for social infrastructure and community facilities, as well as bringing vibrancy and vitality to the locality, in this regard the proposal would contribute to these aims effectively.
- 5.1.6 Policy E4 (Public Houses) of the Local Plan seeks to protect public houses and ensure their viability, this extends to ancillary facilities associated including gardens. In this regard the land is not within the ownership of the public house and this use is due to cease imminently. Owing to this fact, it is inappropriate to assess the scheme against this policy due to the fact that there will no loss of floorspace.
- 5.1.7 As described in the Design section, creating an active frontage that invites people to visit and engage in the space is an overarching aim of the project. This strongly aligns with 'Active frontages along key streets and routes' on page 48 of the document that encourages new development along main roads, which Eversholt forms part of. Strategic Principle EAP 4 (Environment and Open Space) encourages enhancements to open space and environmental improvements. In this regard, the proposal would open up the site providing accessible seating to members of the public and would result in a significant improvement to the existing situation, resulting in public benefit that weighs in favour of the scheme.

Existing Use

- 5.1.8 Policy E4 (Public Houses) of the Local Plan seeks to protect public houses and ensure their viability, this extends to ancillary facilities associated including gardens. Camden Planning Guidance "Community uses, leisure facilities and pubs" provides the framework for assessment for loss of public house facilities. In the first instance it is important to note that the existing land does not form part of the public house, rather it has been used on an ad hoc basis after the land was encroached on, it was then leased to the public house whilst the site owner considered options for the site.

- 5.1.9 In terms of the previous use of the site, as can be observed the site was in use as a car park, however this was deemed unsafe. Historically the site has not formed part of the public house, the use of the land has been an addition to the pub of recent years, however given the use of land has not been permanently in place this considerably reduces the scope to describe it has an ancillary facility.
- 5.1.10 The Council, in their pre-application advice raised some concerns in relation to the viability of the public house. As above, the public house has had use of the land for a period, however this was always deemed as temporary and not a permanent arrangement, it is unreasonable to consider it otherwise.
- 5.1.11 It is acknowledged that the proposed development would result in the loss of a few tables associated with the pub at present. The proposal would not result in the loss of the tables on the frontage of the site as these are historically associated with the use and would remain in situ. As such the impact on the viability is limited.
- 5.1.12 Notwithstanding the above, the applicant intends to engage with all surrounding stakeholders including the public house in order to coordinate events. The wider benefits of the proposal in supporting the public house and the other commercial activities were acknowledged by the Council as the proposal stated
- “In addition, the proposed development would be an appropriate use in this location, supporting other commercial uses and creating footfall including the neighbouring Public House.”
- 5.1.13 The operator does not intend on selling alcohol on the premises, it would not compete with the public house, rather it would complement the neighbouring use and attract people to the locality. In this regard, the scheme would not undermine the viability of the public house.

5.2 Design

- 5.2.1 The proposed development has been designed by PATALAB architects a leading local architect to the borough. After concise feedback from the pre-app the design team enhanced the design to be in line with the temporary use of the space. The innovative design has been adopted that speaks to the temporary nature of the building, the basis of the structure is a shipping style container that would be adapted to be openable and create canopies housing Camden Locals coffee shop and gallery. From the outset the scheme has been designed to be set back from the boundaries and provide seating, the scheme seeks to enliven the area and contribute to the commercial area. The design rationale has been fully detailed within the accompanying Design and Access Statement.



- 5.2.2 Careful consideration has been given to the surrounding built form; the scale of the proposal is modest yet has a presence on the corner. The unit would house changing art works, the concept was supported at pre-application stage.
- 5.2.3 The scheme would positively contribute to the vitality of the local area by introducing an innovative structure that enriches local culture by displaying art works. The proposed development is on a temporary basis as such the containers would be removed, design considerations are curtailed as a result, notwithstanding the design has been supported at pre-application stage as the preferred option for the site.
- 5.2.4 In summary the design of the scheme would introduce a new and exciting structure that would provide activity on this corner of Eversholt Street. Innovative use of shipping containers would display art works and provide a practical function in serving coffee and light snacks. The proposal is considered in accordance with local plan D1 (Design).

5.3 Transport Considerations

- 5.3.1 In terms of public transport the site is adjacent to Euston Station, it has excellent access to sustainable transport.
- 5.3.2 The proposed development includes a cycle space located behind the structure. This would be allocated to staff, given the site constraints this is considered appropriate.

CONCLUSION

6.0 Conclusion

- 6.1.1 The applicant has engaged with the council in order to reach the proposed scheme. It would provide a temporary structure in the form of shipping containers that would accommodate “Camden Locals Coffee Shop and Art Gallery”. The proposal would provide a contemporary gallery space for local students and artists to promote their work, who would otherwise struggle to find a platform to showcase their works and it would also provide local employment. It would be a temporary use of space that would contribute to the viability and vitality of the local area, including the adjacent public house who would collaborate with Camden Locals in joint events to maximise the use of both spaces. This was acknowledged by the council at pre-application stage.
- 6.1.2 In terms of the existing use, the scheme would result in the loss of some outdoor tables that are used periodically by the public house. The use of the land has been on a temporary period, the permanent outdoor seating would be retained, the scheme would not result in impact on the viability of the public house particularly as it would benefit the footfall and usage of the site through organic customers and joint events.
- 6.1.3 The scheme would provide a new addition to the local area that would enliven this part of Eversholt Street in accordance with the principles of the Euston SPG. This accords with the London Plan and the objectives of the Local Plan that seek to foster the creative economy and encourage temporary uses of space.
- 6.1.4 In conclusion the merits of the scheme have been demonstrated as part of this statement, the scheme would accord with the development plan, no material considerations indicate otherwise. On this basis temporary planning permission should be granted.