



Eversholt Street: 'Camden Locals': Coffee Shop & Art House
Design & Access Statement | MAY 2023 (rev01)





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Location Plan
[do not scale]

1.1 Introduction

Further to pre-application advice received 20/10/21 [REF: 2021/1934/PRE], this subsequent planning application is submitted to the London Borough of Camden on behalf of Jason Tucker, who is landlord of the site. The document sets out the vision and for the site and an overview of the design approach with due regard to relevant planning policies.

The proposed development is Coffee Shop and Art House called ‘Camden Locals’, housed within a temporary container structure, that would provide a new meeting place in the borough, a short distance from Euston Station. In this regard the scheme has been developed to be centred around creating a community hub that offers sustainable ethical coffee and showcases art with strong links to local institutions.



1.2 Team



Planning Insight is a central London based planning consultancy with a breadth of experience in advising on complex infill sites and creative projects, as well as major development and infrastructure projects.

Planning Insight routinely advise on commercial projects with a creative angle having recently submitted an application for a Popup Painting space in Camden, advising the Photobook Café in Shoreditch – a dark room, café and gallery and securing permission for a multi-use bar, community hub and event space for a prominent brewer in Walthamstow.



Patalab Architecture is a design-orientated architectural practice with offices in London and Berlin. Founded in 2008 we have over 10 years of experience in transforming more than 50 sites in the UK with values ranging from £100k - £6.5M. Our built portfolio includes new build, refurbishment, restoration of listed buildings and interior design.

We respond to our clients' requirements by providing innovative design solutions because we are passionate about our work and dedicated to deliver beautifully crafted spaces with exceptional attention to detail. Our commitment has been recognised within the construction industry having received various prestigious awards, including the British Homes Awards 2017.



2.0

CONTEXT

2.1 Site Description

The subject site is located on the corner of Eversholt Street and Phoenix Road. The existing site is a rectangular plot that benefits from a tulip tree on the corner and other vegetation. In terms of the surroundings, it is bounded by the St Aloysius R.C. Church and the Prince Arthur Public House. Euston Station is located opposite with entrances a short distance away, the area is undergoing significant change owing to HS2 and other wider development. The site is not within a Conservation Area, nor is it in the proximity to Listed Buildings.

In terms of the existing use of the site, 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. The landlord expects to gain vacant possession of the land. Therefore the land will be vacant in due course.

SITE



Aerial view of site in wider context
[image source: Apple Maps]



Aerial views
[image source: Apple Maps]



ABOVE: View of site from Eversholt Street |
BELOW: View of site edge (left) from Phoenix Road toward Euston Station
[image source: Google Street View]



2.2 The Applicant & Concept

As described in the Planning Statement, the applicant is an artist and food enthusiast with deep-rooted links to Camden, whom organises exhibitions of personal and local artwork, which focuses on community, recycling and mental health.

The applicant shares a vision of reactivating an underutilised section of land for temporarily accommodating the 'Camden Locals'; multi-purpose coffee shop, gallery and hub for the local creative community to gather and share.

2.3 Planning Policy & Context

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. The statutory development plan for the London Borough of Camden consists of:

- National Planning Policy Framework (2021)
- London Plan (2021)
- Camden Local Plan (2017)

In addition to the above, the proposals have been developed with due regard to the London Borough of Camden's following supplementary planning documents:

- Amenity CPG (2021)
- Artworks CPG (2019)
- Community CPG (2021)
- Design CPG (2021)
- Town Centres CPG (2021)
- Euston Area Plan SPG (2015)

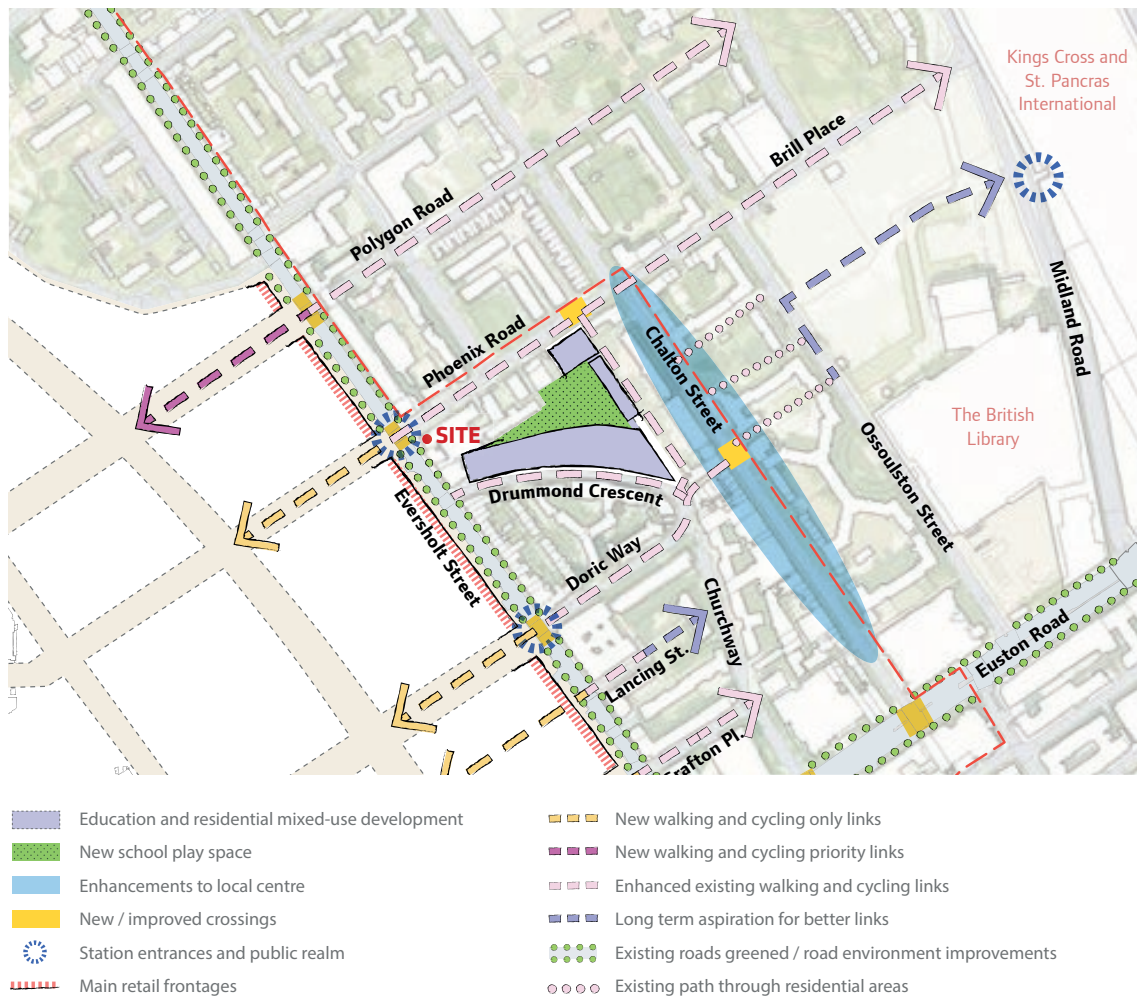
Further detail on the relevance of the Euston Area Plan SPG is provided overleaf, whilst the relevant policies of the above documents concerning the development are:

- A1 Managing the impact of development
- C5 Safety and Security
- D1 Design
- E1 Economic Development
- T1 Prioritising walking, cycling and public-transport
- T2 Parking and car-free development
- CC1 Climate change mitigation
- TC1 Quantity and location of retail development
- TC2 Camden's centres and other shopping areas

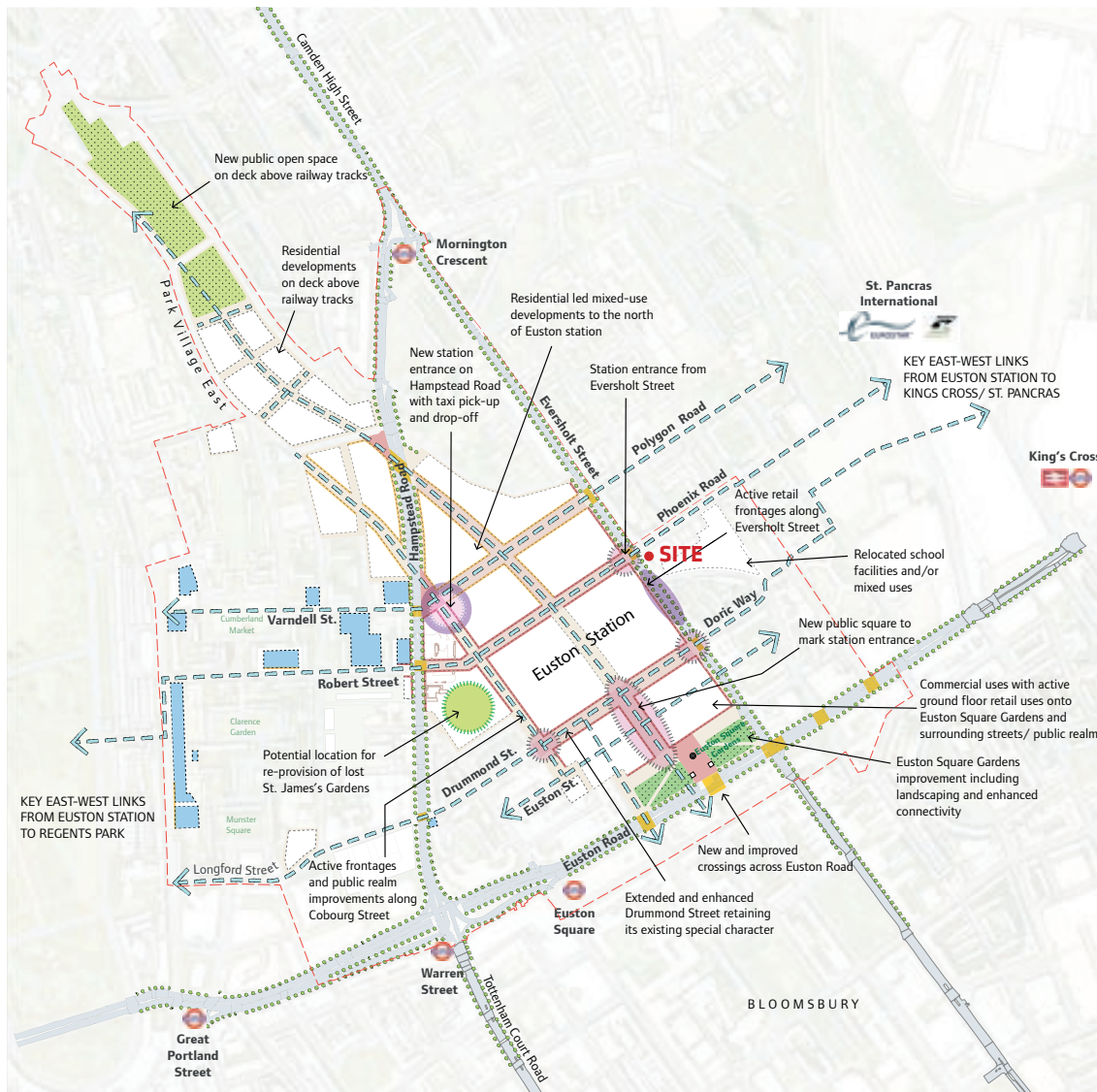


Euston Area Plan SPG

Further to the accompanying Planning Statement, 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.



Euston Area Plan: West Somers Town illustrative masterplan
[image source: www.eustonareaplan.info]



- Key east-west and north-south links
- Indicative development blocks
- Main retail frontages
- Commercial / other active frontages
- Station entrances
- Potential taxi drop-off/pick up locations
- New / improved pedestrian / cycle crossings
- Replacement housing infill sites

Euston Area Plan:
Overall Spatial Concept
[image source:
www.eustonareaplan.info]

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.



3.0

PRE-APPLICATION

3.1 Pre-application Summary

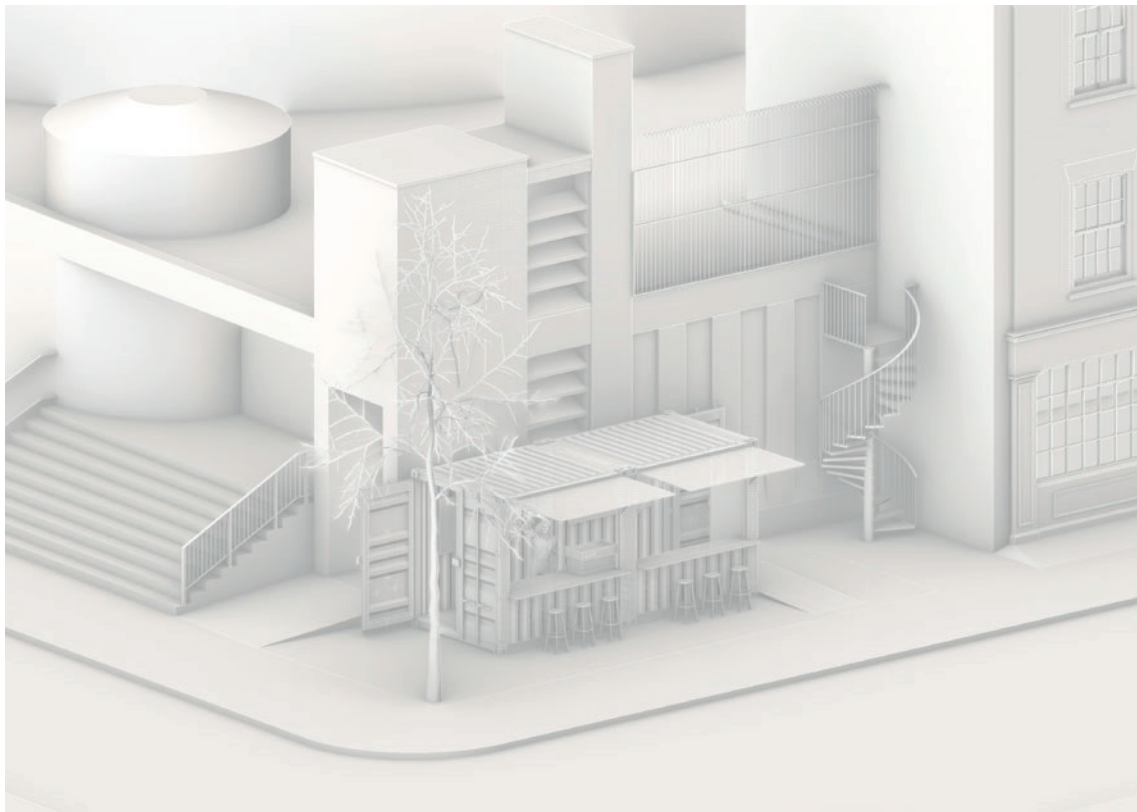
Initially, pre-application advice was sought for a permanent structure on the site. Following a meeting with Camden Council, the proposal was revised into 3 options that adopted a temporary structure, on account of concerns that the potential future use of the land for the public house would be lost. Below is an extract of the conclusion received in response to the 3 temporary structure proposals:

'The option 1 'shipping container' proposal to be used as a café / gallery is likely to be supported. Consideration should be given to the use of colour and signage. 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. You have requested a temporary permission of 5 years and should planning permission be granted, this would be secured by condition. A temporary permission would be necessary as a shipping container would not be an appropriate long term design solution for this particular location.'

Date: 20/10/2021

Our ref: 2021/1934/PRE

Contact: Obote Hope



'Option 1' Indicative isometric view in open operation as submitted for pre-application
[image source: Author]



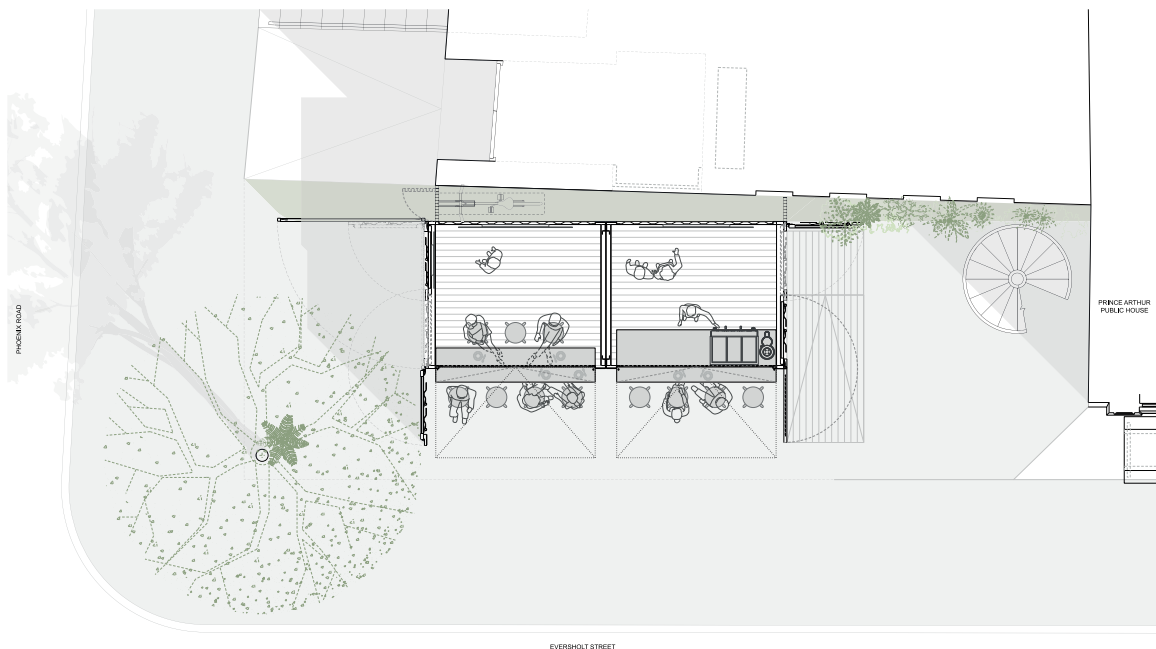
4.0

DESIGN STATEMENT

4.1 Design, Sustainability & Use

In response to the pre-application advice received 20/10/21 [REF: 2021/1934/PRE], the design seeks to introduce an independent and modestly massed unit juxtaposing the existing prominent structures of St Aloysius R.C. Church and Prince Arthur Public House by means of re-purposed and conjoined 10', 'high-cube' shipping containers. The containers would be temporarily placed to house the Camden Locals coffee shop and gallery appropriately within the constrained site. Acknowledging the existing footprints of the church and public house with due regard to Policies A1 and D1 of the Camden Local Plan, the conjoined unit is set-back from the site boundary and of a proposed height that respects the existing Tulip tree and neighbouring signage belonging to the church.

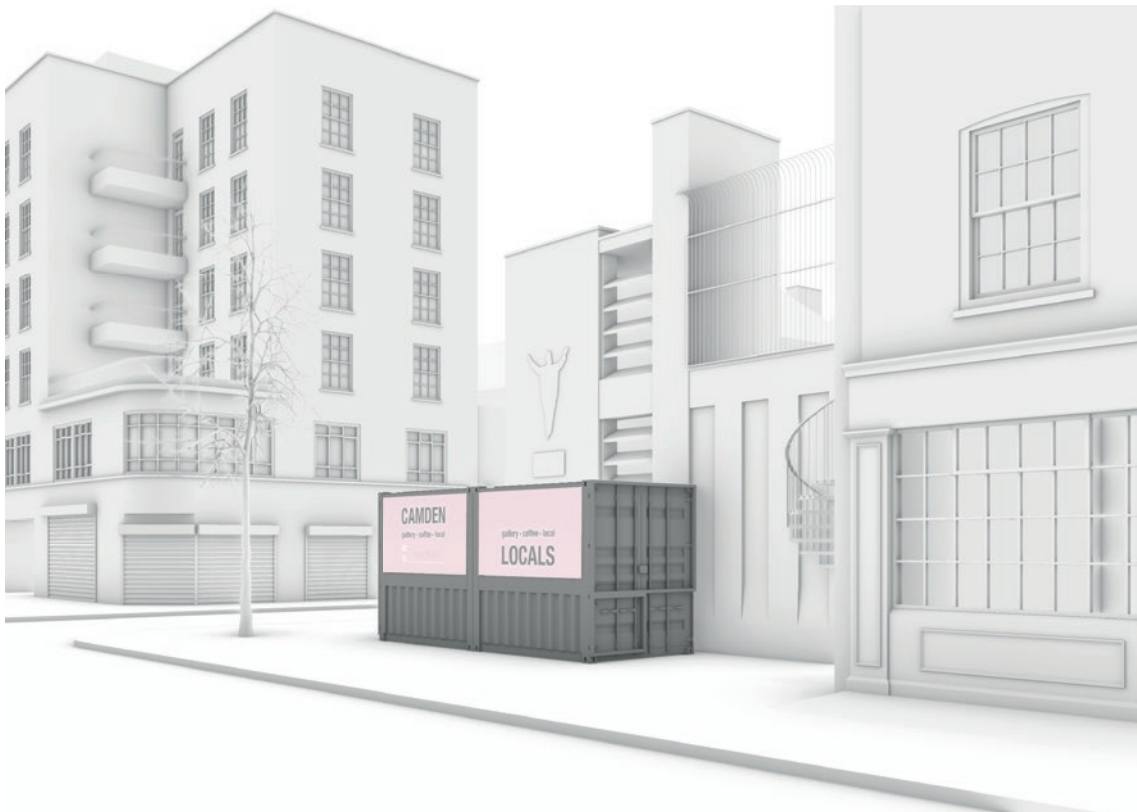
As demonstrated on the images overleaf, openable shutters and frames for interchangeable artwork are sought to encourage active frontage and allow both glimpses of the displays behind and on approach to Camden Locals. Retractable canopies are proposed not only to provide shelter and improve way-finding at what is intended to become a key intersection with respect to the Euston Area Plan, but also to serve as attractive security shutters over the envelope when not in use in accordance with Policy C5 and D1 of the Camden Local Plan. In their closed position, the shutters can then offer an opportunity to showcase and promote upcoming artist and events, thereby also aligning with Policy E1. A subdued colour palette, sympathetic to the surrounding context, is proposed to serve as a backdrop to the artwork on show. Naturally, given the proposed use, the appearance of the unit will subtly evolve as different artwork is showcased over time.



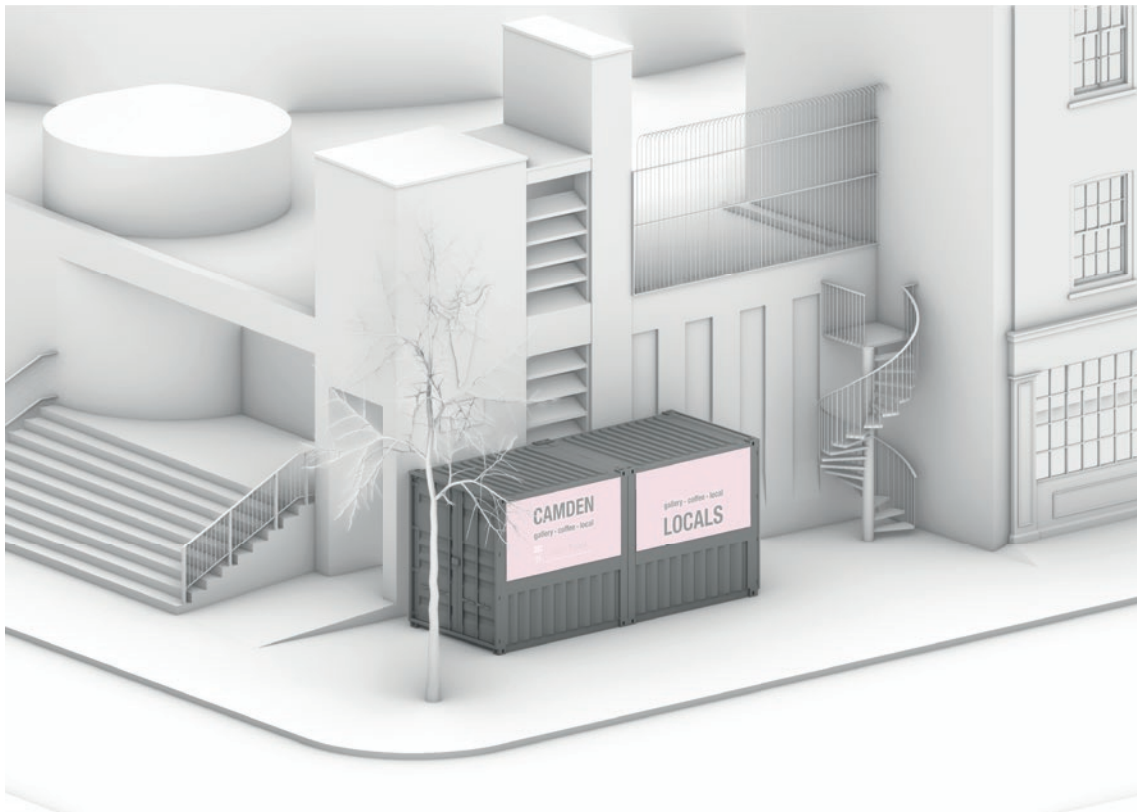
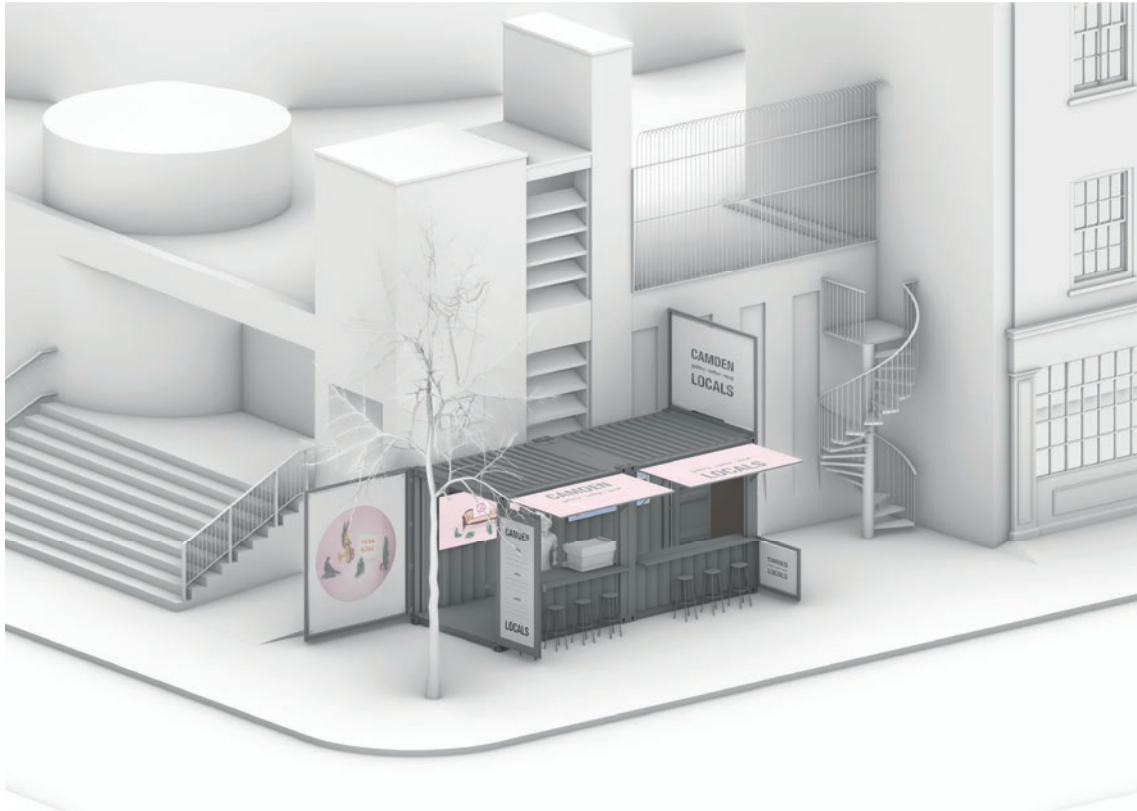
Proposed Site Plan
[do not scale]



ABOVE: Indicative view from Eversholt Street / Phoenix Road junction in open operation |
BELOW: Indicative view from Eversholt Street / Phoenix Road junction in closed operation
[image source: Author]



ABOVE: Indicative view from Price Arthur Public House in open operation |
BELOW: Indicative view from Price Arthur Public House in closed operation
[image source: Author]



ABOVE: Indicative isometric view in open operation |
BELOW: Indicative isometric view in closed operation
[image source: Author]



Proposed Eversholt Street Elevation
[do not scale]

Inherently, the 10' shipping containers are easily transportable and structurally self-sufficient, thereby minimising the use of resource-heavy and carbon intensive construction materials on site. Moreover, by re-purposing disused shipping containers and offering the potential to reuse once again in another location, perhaps for another use, the whole life carbon footprint is considerably reduced to conventional construction in line with Policy CC1 of the Camden Local Plan. Only small adaptations are required to conjoin the two 10' units and form openings toward the fronts, whilst very minor groundworks for services ensures minimal impact is made to the site. Furthermore, the units could readily be re-separated into one 10' container, or easily relocated to another site, thereby safeguarding the flexibility of future uses.

Despite a tightly constrained site, an inclusive design is proposed; focusing on flexible and open architecture, which dissolves the barrier between the site and the public realm previously present on the site, and encourages engagement at a key intersection by means of artwork display and seating around the Tulip Tree. The layout internally primarily consists an open-plan arrangement, with modest bench seating along the openable frontage, coffee station to the side with hidden back-of-house below worktop level, and digital screens interspersed between with which users can engage as they circulate the space. Digital screens are proposed to maximize flexibility within the modest unit and provide agency for current digital art trends.

In order to encourage sustainable transport and with regard to with Policy T1, bicycle storage is available for staff in the area between the rear of the unit and the neighbouring church. The area would be lockable and enclosed in a lightweight metal grating as not to be accessible to the public and to discourage anti-social behaviour.



4.2 Safety & Security

Safety and security is a key consideration of the proposal and is achieved by the inherently secure design of the repurposed shipping container and the retractable canopies. The canopies would lock in the closed position to serve as shutters and thereby facilitate safe and secure storage of the ramp and loose furniture when not in use.

The proposed overarching function as a gallery with light food and drink serving facilities would place this facility outside the typologies which may be at risk of late night disorder. Moreover, visibility of the unit would be unobstructed without any hidden areas that may otherwise encourage antisocial behaviour. The area between the shipping container and church, identified under item 06 and 10 of the Site Plan key (drawings PA-2-3000), will be cordoned via lockable gates and thereby inaccessible to the public.

As demonstrated in the indicative views on the previous spread, the continued active frontage offered by the artwork / signage covered retractable canopies, together with the set-back positioning of the unit, would encourage pedestrian use and thereby natural surveillance.



5.0

ACCESS STATEMENT

5.1 Access

Level pedestrian access would be provided throughout, directly from both Eversholt Street and Phoenix Road pavements. Furthermore, by means of a removable ramp to the raised level over the container floor, the development promotes inclusive access in accordance with Policy C6 of the Camden Local Plan.

The proposal does not seek to introduce any vehicular access or parking.