
Planning Statement

24 Euston House, Eversholt St, Camden, NW1 1AD

1Rebel

September 2024

Planning Statement

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1. Introduction

- 1.1 This Planning Statement has been prepared in support of an application for full planning permission submitted to London Borough of Camden Council (hereinafter referred to as LBCC or the Council) by 1Rebel (hereinafter referred to as the Applicant) for the proposed development of a reset area to comprise ancillary gym features to an existing gym (Class E Use) at 24 Euston House, Eversholt St, Camden, NW1 1AD (hereinafter referred to as the Site).

Description of Development

- 1.2 The description of development which summarises the proposals for which full planning permission is sought, is as follows:

“Development of reset area in rear courtyard comprising ancillary gym features, including x2 cold plunge pools, x2 showers, and a sauna, subsidiary to an existing Class E gym use.”

- 1.3 This Statement assesses the main planning considerations associated with the proposed development in the context of national, regional and local planning policy and guidance.

Supporting Documents

- 1.4 This Planning Statement should be read in conjunction with the plans and drawings prepared by APA London Architects, as well as the following documents which have been prepared to address the full range of planning considerations:

- Application Form, prepared by Savills;
- Cover Letter, prepared by Savills;
- Drawings Pack, prepared by APA London Architects, including:
 - 564-PL-E-01-100 EXISTING LGF GA PLAN REVA;
 - 564-PL-E-01-200 EXISTING SECTIONS REVA1;
 - 564-PL-E-02-100 EXISTING GF GA PLAN REVA1;
 - 564-PL-P-01-100 PROPOSED LGF GA PLAN REVA1;
 - 564-PL-P-01-200 PROPOSED SECTIONS REVA1; and
 - 564-PL-P-02-100 PROPOSED GF GA PLAN REVA

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Structure of the Statement

1.5 The structure of this Planning Statement is as follows:

- **Section 2** provides a description of the site and surrounding context as well as the background to the proposals;
- **Section 3** provides a summary of the development proposals;
- **Section 4** sets out the relevant planning policy framework;
- **Section 5** provides a detailed assessment of the main planning considerations arising from the application proposals; and
- **Section 6** provides a summary of the proposals and our conclusions on the planning considerations.

2. Site Context and Planning History

- 2.1 This section provides a brief description of the site and the immediate surrounding area which forms part of the context in which the application proposals have been developed.

The Site and Surrounding Area

- 2.2 The site consists of an external open-air / roofless hard standing that comprises an unused courtyard at the rear of Euston House on its north-eastern elevation. The application site measures approximately 55 sqm as shown in **Figure 1** below:

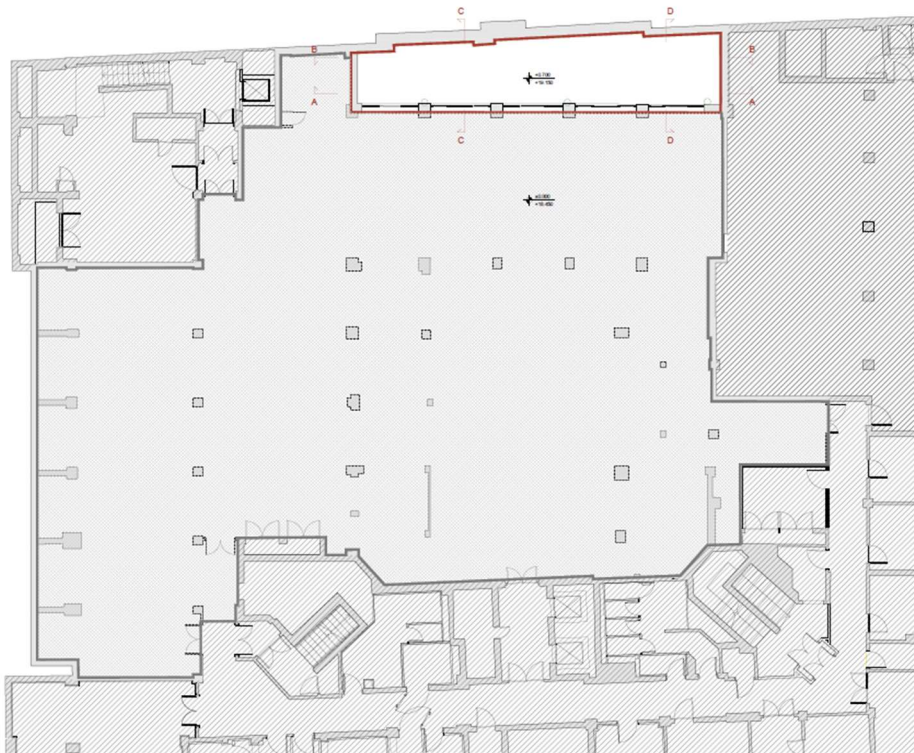


Figure 1: Site Location Plan

- 2.3 The site relates to 1Rebel Gym, a Class E Use that is located at part of the basement level within Euston House.
- 2.4 Euston House is located on Eversholt Street, immediately east of Euston Station and west of King's Cross. The building currently comprises a ten storey mixed use building including a range of office, commercial and retail space. The rear of the building is relatively inaccessible from the street, being served by gated access off of Lancing Street and Doric Way. It is in close proximity to both the Doric Way and Church Way residential flats to the east, albeit is separated by a public pavement / footway.

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- 2.5 The building is not statutorily listed or located in proximity to a listed asset, and is not located within a Conservation Area. It is located within both the Local Plan Centre of Eversholt Street South, and in the Euston area Plan. The site is located within Flood Zone 1, as indicated by the Environment Agency's Flood Maps and therefore has a low probability of flooding.
- 2.6 Eversholt Street benefits from a range of uses including commercial, retail and office use on ground floor levels and residential use on the upper floors, albeit is dominated primarily by Euston Station which is located across the street from the frontage of Euston House.
- 2.7 Given its urban location the site is considered inherently sustainable, being within walking distance of a number of London Underground stations, most notably Euston and King's Cross Station, providing access to both London Underground and National Rail. The site also benefits from a number of bus routes, the closest being situated outside the frontage of Euston House (Euston Station Stop B). Therefore has a PTAL rating of 6b (the best available).

Planning History

- 2.8 An online planning history search of the LBCC planning register in relation to the site has been conducted. The Council's online records indicate that the following planning applications have been submitted at the site:

App Ref	Proposal	Decision	Decision Date
2024/0622/P	Non-material amendment to planning permission ref: 2023/4986/P dated 05/01/2024 for: "Removal of railings and the insertion of two doors and ventilation louvres on western and northern elevations. Addition of external duct within an internal courtyard to the rear of the building" namely to install a non-solid roller shutter grille and relocation of two louvres grilles.	Approved	22/02/2024
2023/4986/P	Removal of railings and the insertion of two doors and ventilation louvres on western and northern elevations. Addition of external duct within an internal courtyard to the rear of the building	Approved	04/12/2023
2023/4984/A	3 no. internally illuminated fascia lettered signs and 2 no. non-illuminated projecting fascia sign	Approved	27/11/2023
2023/3569/A	Installation of 2 non-illuminated projecting signs and 3 fascia signs.	Approved	13/09/2023
2023/2915/A	Erection of fascia, wayfinding and projecting signs along the Doric Way, Lancing Street and Eversholt Street elevation of Euston House, and proposed wayfinding markings to the access ramp adjacent to the Lancing Street Entrance.	Approved	06/09/2023
2023/2264/P	Proposed insertion of two doors on ground floor and introduction of ventilation louvres	Approved	26/06/2023
2023/1440/P	Use of existing external areas at 7th and 8th floor levels on front elevation as balconies, including the installation of balustrades and access doors.	Approved	15/05/2023

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2022/5648/P	Creation of roof terrace at seventh floor level with associated works.	Approved	20/02/2023
2022/5647/P	Replacement of existing plant machinery at roof level.	Approved	17/02/2023
2022/0487/P	Various extensions and alterations including a new atrium roof, external roof terrace at level 9, balconies at levels 1-8, removal of the existing atrium roof at level 1, rear roof extension at levels 7 and 8 to provide additional Class E floorspace, and new plant enclosure at roof level.	Approved	15/03/2022
2021/0882/P	Replacement of existing double doors on South East elevation entrance with glazed automatic doors with push pad entry system.	Approved	31/03/2021
2020/2013/P	Installation of 2 x no GPS modules on support poles; 2 x RRU's on tripods; 2 x no equipment cabinets on existing grills; 2 x no Apertures mounted on tripods; 2 x no. 600Ø dishes; 1 x 600Ø dish on new support pole and 2 x no apertures on tripod with RRU's, BOB's and routers mounted on new support poles with ancillary works thereto, all at main roof level.	Approved	27/05/2020
2013/3027/P	External alterations at ground floor level including installation of new entrance doors, railings and cigarette bins to office (Class B1).	Approved	07/06/2013
2005/3210/P	Installation of an air conditioning unit and television mast within the existing roof enclosure to offices.	Approved	06/10/2005
ASX0105190	Installation of non-illuminated fascia sign between second and third floor levels, as shown on drawing numbers: 98024/2, 104168- A4 sign specification and Photograph showing location of new sign.	Refused	11/10/2001

3. Proposed Development

3.1 This section provides a summary of the application proposals. The proposals in detail are set out in the application drawings prepared by APA London Architects submitted in support of this application.

3.2 As set out earlier in this Statement, the development proposals for which full planning permission is sought are:

“Development of reset area at rear courtyard comprising ancillary gym features, including x2 cold plunge pools, x2 showers, and a sauna, subsidiary to an existing Class E gym use.”

3.3 The Applicant is seeking consent for the above development proposal in order to enhance the range of facilities and amenities offered and marketed as part of the 1Rebel Gym operation that has recently obtained a basement demise within Euston House.

3.4 The key design considerations relating to the proposals are summarised below.

Siting and Location

3.5 The proposal is sited over existing and unused hardstanding at lower ground floor level in close proximity to the Class E Gym Use, at the rear of Euston House. This area is screened and enclosed from the street by an existing external wall that is to be retained as part of this proposal.

3.6 Internally, the proposed gym features are sited sporadically across the existing floorspace to allow for user permeability and movement.

Scale and Appearance

3.7 The proposal does not result in the extension or enlargement of Euston House, rather the development of gym activities at the basement level's rear courtyard. The proposed features are modest in scale, as set out in the below accommodation schedule table:

Feature	Size	Count
Cold Plunge	2690 x 910 x 920 mm	X2
Shower	1185 x 1265 mm	X2
Sauna	2500 x 1600 x 2300	X1

3.8 In terms of appearance, the proposed gym features all comprise dark composite timber cladding. Further to this, each of the ancillary features are to be sheltered by four tensile sail fabric canopies. These will be fixed to the existing walls which will partially enclose the existing space albeit maintain the principal open-roof approach.

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Access

- 3.9 The proposal will be accessed through the 1Rebel Gym, which is served by the principal frontage of Euston House. To accommodate internal access and movement between the gym and the ancillary reset area, the northern elevation of the existing vacant unit will be opened to input double doors, as per drawing reference 564-P-01-100 A.

4. Planning Policy Context

4.1 The proposals have been prepared taking into account relevant national and local planning policy and associated guidance. This section of the Planning Statement sets out a brief summary of the relevant planning policy documents which form the Development Plan, and the following section demonstrates compliance with their policies.

4.2 In accordance with Section 38(6) of The Planning and Compulsory Purchase Act (2004), planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

National Planning Policy

4.3 At the national level, the Government published its revised National Planning Policy Framework (NPPF) in December 2023. The NPPF provides an overarching framework for the production of local policy documents and at the heart of this document is a presumption in favour of sustainable development.

4.4 Achieving sustainable development means that the planning system has three overarching objectives which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives). Sustainable development is defined through three, interdependent objectives:

- **An economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.
- **A social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with assessable services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- **An environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

4.5 In the next section of this Planning Statement, an assessment of the proposed development against the relevant paragraphs of the NPPF is undertaken. However, importantly, paragraph 11 of the NPPF is clear that development that accords with the Development Plan should be approved without delay.

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- 4.6 In support of the NPPF the Government has published an online guidance resource, known as the Planning Practice Guidance (NPPG). This covers a range of topics including procedural matters, policy application matters, extended guidance on certain topics and clarifications on processes. Where relevant, specific notes are referred to within this Planning Statement.

Local Planning Policy

- 4.7 As set out above, the current statutory Development Plan for Camden Council comprises the following:
- The London Plan (adopted March 2021);
 - Camden Local Plan 2016 – 2031 (adopted July 2017);
 - London Borough of Camden – Policies Map (August 2021);
 - Euston Area Plan (adopted January 2015);
 - Somers Town Neighbourhood Area (adopted June 2013); and
 - North London Waste Plan (adopted 2022).
- 4.8 The National Planning Practice Guidance (2021, as amended), Supplementary Guidance notes (SPGs) and Supplementary Planning Documents (SPDs) are all relevant material considerations and will be referred to where necessary and appropriate. The Council have the following supplementary planning guidance documents:
- CPG1: Design
 - CPG2: Housing
 - CPG3: Sustainability
 - CPG4: Basements and lightwells
 - CPG5: Town centres, retail and employment
 - CPG6: Amenity
 - CPG7: Transport
 - CPG8: Planning obligations
- 4.9 On a regional level, the adopted London Plan is supported by a number of London Planning Guidance (LPG) and Supplementary Planning Guidance (SPG) documents which have been considered in the proposed development. The ones of relevance include the following:
- Optimising Site Capacity: A Design-led Approach LPG (June 2023).
- 4.10 The site is subject to the following planning policy designations, as set out on the Council's adopted Policies Map, of which are addressed in detail and an assessment against the relevant policies provided in the following section of this Statement:
- Local Plan Centres (Eversholt Street South);
 - Protected Vistas LVMF 2010 (Blackheath Point to St Paul's Cathedral);
 - HS2 Phase 1 Safeguarding;
 - Euston Plan Area;

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- Crossrail 2 Safeguarding Area;
- Ward (St Pancras and Somers Town); and
- Camden Boundary.

4.11 Further assessment of the site confirms that the building is not statutorily listed, nor is it located within a Conservation Area.

5. Key Planning Considerations

- 5.1 This section sets out the main planning considerations arising from the application proposals with reference to the planning policy framework set out at Section 4.

Principle of Development

- 5.2 The NPPF and the London Plan includes a presumption in favour of sustainable development, where the delivery of development contributes to economic, social and environmental benefits. The documents also promote the efficient use of land in accessible locations and encourages the use of previously developed sites to maximise development potential. Given that the proposal is sited within an inherently sustainable location and utilises previously developed land, it is considered to meet the principal definition of sustainable development indorsed by the NPPF.
- 5.3 The site is located with a Local Plan Centre and designated as Neighbourhood Centre (Eversholt Street South). Policy TC2 promotes commercial uses in these locations, which is considered to demonstrate the acceptability of the proposal in principle. Further to this, the site is located within the Euston Area Plan, where there is a clear presumption set for new retail and leisure uses to be focused in locations in proximity to Euston Station. Accordingly, the principle of development is considered acceptable in this regard.

Siting and Design

- 5.4 The development proposal is considered to comprise a design-led approach that takes into account the context of the existing built form of Euston House. For example, the proposal makes efficient use of vacant hardstanding to adjoin a principal and subsidiary use together, negating the need to extend or enlarge the existing structure. Accordingly, the proposal sympathetically optimises site capacity, and thus is considered acceptable in light of the London Plan's Optimising Site Capacity LPG as a result.
- 5.5 Policy D1 (Design) of the Local Plan seeks to ensure development proposals respect the local character and context and integrate coherently with the surrounds. Given the sympathetic siting of the proposed built form, it is not materially visible from the street and / or public vantage points, and it is considered largely to be sited internally within Euston House. Accordingly, the proposal is considered entirely compliant with the overarching presumptions of Policy D1. Notwithstanding this, the proposal is considered to comprise a high quality design that creates an attractive aesthetic by utilising dark stained composite timber throughout all of the ancillary gym features to ensure visual harmony. This will achieve consistency of materiality throughout the reset area which is considered a positive design feature.

Amenity Considerations

- 5.6 Policy A1 of the Local Plan seeks to protect the quality of life of occupiers and neighbours, and thus has a presumption toward proposals that safeguard amenity.
- 5.7 The site is situated in proximity to Doric Way residential development to the east, and its communal garden area. Notwithstanding this, the proposals are low key in nature and well screened by an existing external wall that is to be retained as part of the proposal, as well as proposed canopies as evidenced by drawing reference 564-PL-P-02-100 A. These design features are considered to safeguard the amenity of both future users of the site and existing neighbours within the surrounds as it will not result in any undue overlooking or overshadowing, and will not be considered overbearing. Further to this, given the nature of the scheme, it is not considered to cause adverse noise, vibration, odour or dust implications as a result of construction or use.
- 5.8 In light of the above, the proposal is considered entirely compliant with Policy A1.

Access and Transport

- 5.9 Chapter 9 of the NPPF considers transport related matters and places an emphasis on sustainable transport. Paragraph 114 sets out that in assessing sites for development, it should be ensured that:
- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - b) safe and suitable access to the site can be achieved for all users;
 - c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and
 - d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.
- 5.10 The site is served by a range of public transport services, most notably Euston Tube Station and Euston Station Bus Stop B, and is accessed via Euston House and its existing pedestrian infrastructure. Accordingly, the proposal is considered to accord with the criterion set out in paragraph 114 of the NPPF, most notably ensuring the site is accessible via sustainable modes of transport, and safe and suitable access to the site for all users is achieved. Further to this, no highway or parking implications are considered to arise from the development proposal.

Biodiversity

- 5.11 Consideration is given to requirement for the mandatory Biodiversity Net Gain approach adopted in February 2024. The scheme is considered to benefit from the De Minimus Rule as it does not impact a priority habitat, and there is no more than 25 sqm of onsite habitat that has a value of more than zero.

6. Conclusions

6.1 This Planning Statement has been prepared in support of an application for full planning permission submitted to Camden Council by 1Rebel (the Applicant) for the proposed development at 24 Euston House, Eversholt St, Camden, NW1 1AD.

6.2 This application seeks full planning permission for the following:

“Development of reset area in rear courtyard comprising ancillary gym features, including x2 cold plunge pools, x2 showers, and a sauna, subsidiary to an existing Class E gym use.”

6.3 The proposal is sited within an inherently sustainable location and utilises previously developed land, in line with the principal definition of sustainable development indorsed by the NPPF. It meets the presumptions of Euston’s Local Plan Centre and Area Plan, and thus is considered acceptable in principle.

6.4 The proposal makes efficient use of vacant hardstanding to adjoin a principal and subsidiary use together, negating the need to extend or enlarge the existing structure. Accordingly, the proposal sympathetically optimises site capacity and is considered to improve the quality of the leisure use whilst resulting in no material detriment to the existing site or surrounds, thus positively contributing to the area.

6.5 This Planning Statement has assessed the material planning considerations arising from the proposals against the prevailing planning policy framework and has demonstrated that the scheme complies with the relevant national, regional and local planning policies and guidance. Therefore, it is respectfully requested that the proposals are recommended for approval.