

11A SHARPLESHALL STREET NW1 8UY

DESIGN & ACCESS STATEMENT IN SUPPORT OF
A PLANNING APPLICATION FOR TEMPORARY
CHANGE OF USE FROM B1 TO D1 USE

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for Temporary Change of Use from B1 to D1 Use

The Location

Sharpleshall Street connects Chalcot Square and Regent's Park Road at the centre of Primrose Hill.

The location benefits from a wide range of transport links including Chalk Farm and Camden Town Tube Station, both on the Northern line, as well as Swiss Cottage on the Jubilee line. Numerous radial bus routes operate along Camden High Street and Chalk Farm Road (Buses 31, N31, 27, 28, 168). Bus routes also run along nearby Prince Albert Road and Adelaide Road (Buses 274, C11 respectively).

The site is within easy cycling distance of Central London. The Parkway to Swiss Cottage cycle route which cuts through Gloucester Avenue and King Henry's Road is listed in the London Cycle Network guide.

A. 11a Sharpleshall Street

11a Sharpleshall Street is a building almost hidden between the Library and Eglon Mews and unknown to many residents.

An access way adjacent the library allows vehicular and pedestrian access as does a large pair of doors fronting Eglon Mews. The existing building is contained by a 3 storey party wall with Eglon Mews to the east and a blank wall of similar height facing the rear of the library to the west. The commercial part of Regent's Park Road is situated immediately to the north. The building is located in the Primrose Hill Conservation Area (sub area 3) and is not listed.

The Building's History

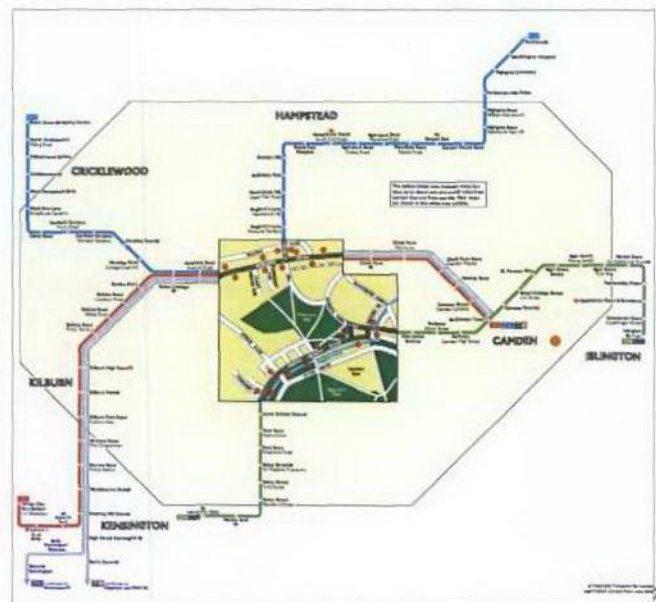
From what is known, the building reportedly had a history similar to many mews buildings in Camden with uses varying from stables to carriage sheds to garage workshops. For the years prior to the late 1960's, it was owned by Express Daries and used to house and repair their milk floats,

In the late 1960s, it was sold and subsequently rented out as small general workshops until the late 1970s when it was purchased and redeveloped by Mayfair Studios.

11a Sharpleshall Street



Camden Cycling Route Map



Primrose Hill Bus Network

B. The Building's Use

The premises were arranged over three floors as six studio areas with two of the largest studio units on ground level. Each unit was equipped with adjoining booth, control and live recording chambers.

The Gross Internal Area (GIA) is approximately 840 square meters (excluding voids)

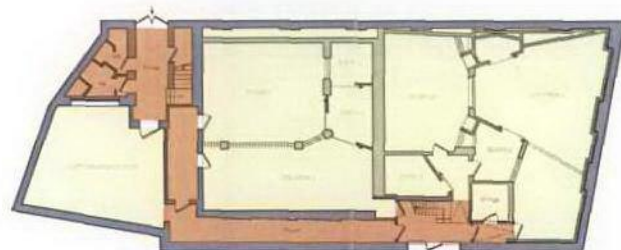
Mayfair Studios were finally forced into administration in 2003. The administrator failed to sell either the business or the property and finally after almost five years the building was repossessed by the bank and sold to Fairfax Partners in 2008.

The current B1 use is difficult to implement, due to the constraints of the site which restrict daylight entering the structure from the surrounding 3 storey party walls that enclose the building. As a result, the majority of the volumes in the building are covered in darkness.

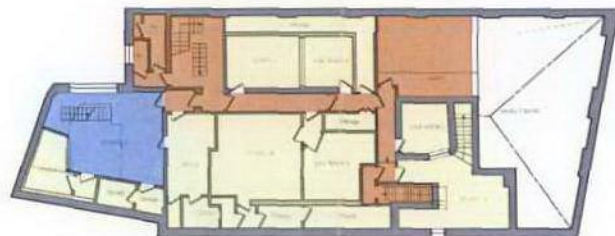
The floor plans shown on the right separate the B1 into 3 categories of Primary, Secondary, and Tertiary use. This study reveals that only 107 sqm of B1 floor space had direct access to natural light.

Therefore, the potential for continued use as B1 is unviable for the following reasons:

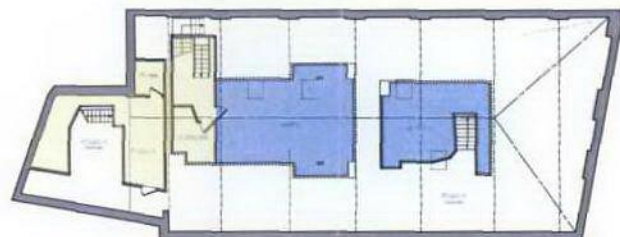
- The building itself is not suitable for B1 use, as the configuration of the site means the building is very dark and would not provide an appropriate environment for B1 use. Moreover, there are many more suitable premises in the Borough.
- There is no viable option to reconfigure or refurbish the existing building to continue the existing use.
- The site has been marketed for its existing lawful use for a significant period of time with no success.
- Recording studio B1 space or alternative forms of B1 are not viable given construction costs, requirements from current day occupiers and achieved rents.
- There is no demand for alternative B1 uses
- Previous employment has been minimal between approximately 2 to 3 people
- The floor loading capacities are inadequate for B1 use.



Ground Floor Plan



First Floor Plan



Second Floor Plan

- PRIMARY B1 USE (ROOMS W/ DIRECT NATURAL LIGHT)
- SECONDARY B1 USE (ROOMS W/O DIRECT NATURAL LIGHT)
- TERTIARY B1 USE (WCS/ CORRIDORS/ PLANT ROOMS)



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C. Temporary Use

The Museum of Everything was founded with the intention of running as a temporary exhibition for two to four weeks in conjunction with the Frieze Art Fair in Regents Park.

In close consultation with the Primrose Hill Community Association, the Library, local residents, the Police and Camden Council, the Museum of Everything staged what it hoped would be an exciting and enjoyable journey into a unique world.

Image Key

- 1 Artwork displayed on ground floor
- 2 Museum reception entrance
- 3 The Collection exhibited in Turin, Italy

The History of Outsider Art

*In 1972, art historian Roger Cardinal first used the term **Outsider art** to describe work which belongs to no movement or school. Outsider artists are mainly self taught, have little or no art historical knowledge, and are adept at exploring their own psyche. Often the product of individuals who are socially marginalized either through total immersion in a fantastic perception of an inner world, or by circumstantial factors such as age, educational and economic disadvantage*

or physical disability, outsider art is typified by both the striking prevalence of self referential visual language and a marked independence from overt influence by the codified conventions of market sanctioned art. In many cases, the work of outsider artists is discovered only after their deaths. Typically, outsider art illustrates extreme mental states, unconventional ideas, or elaborate fantasy worlds.



CHASSAY+LAST Architects MS1/E1/JCh/171209

Image Key

4 Hanging installation on 1st floor

5-7 Double-height 'Salon' on ground floor

The Temporary Exhibition

The collective curators pulled together works from all over the world in what is now widely recognised as the largest and most authoritative collection of Outsider Art ever placed on public display.

The overwhelmingly positive public support led the exhibition to be noted as being among the most successful Art shows in London for 2009. This extraordinary and unexpected success which included contributions from the likes of Sir Peter Blake, David Burne & Jarvis Cocker and to have staged talks by Directors & Curators of MOMA New York, the Serpentine Gallery, Hayward Gallery, The Centre for Creative Growth (CA) & Tate Modern due to their interest in the exhibition and their recognition of the importance of the collected works.

Furthermore since the international publicity generated by the success of the project, "Exhibition #1" is now exhibiting in Pinacoteca Agnelli, Turin, Italy for 2010, and talks are currently underway for shows to open in Berlin & Tokyo.

The vision for this project has therefore changed in response to public demand and it is intended that the Museum of Everything becomes the temporary home for Outsider Art in London. This vision is to allow the Museum of Everything remain at the site on a temporary basis so that "Exhibition #2" can be developed for display once the current exhibition moves to Italy. The long term financial viability of a Museum on this site depends entirely on continued public response.



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Extent of Alterations

Apart from the temporary demountable signage above the entrance doors, the external envelope of the building remains as existing. Internally, since the building ceased to be used as a recording studio, all associated fit-out equipment and related minor partitioning and acoustic wall panelling have been stripped-out.

The minimal alterations include infilling a selected number of existing openings with demountable walls and temporary removal of internal door leaves to allow for appropriate visitor traffic flow. All rooms have been equipped for lighting improvements to suit the display of artwork. Replacements of a selection of light fittings were made to appropriately display particular pieces of art. The existing kitchen/reception area is adjacent the main entrance and is retained as a café and gift shop.



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Access

Whilst the format of the existing building is in itself restrictive to access for wheelchair uses, the Museum's staff ensure that full access to the ground floor and wc facilities can be made available. Secondary means of escape is via escape doors opening onto Eglon Mews.

5no. staff cycle spaces have been provided in the courtyard adjacent the reception area. For further details refer to Savell Bird & Axon's Travel Plan document.

Image Key

- 8 Gallery space on 1st floor level
- 9 Portal Window on 1st floor looking out onto double height 'Salon'
- 10 Cafe and gift shop on ground floor

Operations

The Museum is opened for 7.5 hours between 11am to 6:30pm from Wednesday to Sunday.

The number of employees is 6 full-time and 12 part-time people, with 1400 visitors anticipated per week.

D. Conclusion

The benefits of regenerating the currently unused and vacant site outweigh the temporary loss of B1 use.

The proposed temporary use will deliver significant cultural and social benefits, including:

- an excellent use of under utilised space in an area with good public transport
- creation of an exhibition for Outsider Art to make a significant cultural contribution to the vitality of the area.
- a positive contribution to the urban setting, and enhancing the Primrose Hill Conservation Area
- creation of employment opportunities