



Design Statement

*85 JAMESTOWN ROAD,
CAMDEN, LONDON
NW1 7DB*

BRIAN O'REILLY ARCHITECTS
31 Oval Road, London NW1 7EA

mail@brianoreillyarchitects.com
www.brianoreillyarchitects.com

T +44(0)20 7267 1184

Design Statement in support of planning application for a change of use from B1 to A1 & D1, ref. PP-05460111

The statement is intended to support the argument to allow the existing shop-fronted unit on the corner of Jamestown Road and Oval Road to operate as a coffee shop with osteopathy treatment rooms open to the public. The argument is set out under a series of headings for clarity. In addition, we attach a document prepared by a local historian with information dating back to when the building was first tenanted. Also, a statement from the proposed operator (Guy Gold) outlining his reasons to open a café with osteopath treatment rooms. Note that we have recently made an application ref. 2016/3823/P, for change of use from B1 to A1 which has been approved and this consent should be of consideration although for simplicity we refer to the buildings B1 use (this application was made before A1 use was approved).

Visual Suitability

The part of the building that this application applies to looks like a traditional shop and not office space. It would provide a positive, interesting addition to the streetscape as well as a space that the locals and passers-by can interact with. The D1 portion is away from the corner entrance and forms a more obscure element, subservient to the café.

Historical suitability

The building was a shop or restaurant previously before it was converted to B1 by the previous owner. Therefore, there is precedent.

The last use of the space was a coffee shop called *The Corner One*. The temporary licence from B1 to A3 was given as Permitted Development in 2012 and the coffee shop was an extremely popular destination for the years before the residential development began on the floors above (the reason why the shop shut down).

See also final section of this document outlining a more detailed history of the building and its uses. This demonstrates that the building acted as a coffee shop, cafe or dining rooms for most of its existence.

This building evolved its use over the years, adapting to the needs of the local community as well as reflecting the character of the operation in response to changing times.



Contextual suitability

The corner site best suits a shop use that would add activity and interest to an otherwise lacklustre junction. It would fulfil a need that is missing currently among all of the surrounding offices and residences. Indeed, there is an abundance of offices and other businesses in the area but no A1 shops to serve those users. The premises will mainly act as a café and will be perceived by the passer by as a café and only know secondly for its osteopathy.

Social suitability

There is no coffee shop within the immediate location. If people want to find a coffee or a bite to eat they need to go to the high street, which is more a tourist destination with a transient clientele and atmosphere. A coffee shop in this location would provide for the local community.

The most recent user of the premises, the coffee shop called The Corner One, was popular and formed a focal point for people working and living in the immediate vicinity.

The proximity with Triyoga and other surrounding building hosting sport activities will create additional service for the community in the local area. The Osteopath treatment rooms will add to the uniqueness of the establishment as well as provide an additional service for the community. Guy Gold is already well known by locals and has an established clientele.

Spatial suitability

The actual shop space is more suitable for A1 use because of its orientation and large windows. On sunny days it has direct sunlight all afternoon, which would not be comfortable for desks unless blinds were introduced, hence creating a negative appearance. In contrast, a sunlit coffee shop can be a more pleasant experience and does not require blinds.

The proposed layout will keep the external appearance of the shop unaltered, with the treatment rooms located at the back of the coffee shop. Both of the activities will benefit from the dual use of the space.

Commercial suitability

A shop or A1 use is more likely to provide employment than an office space that would fit very few people given the constraints in size and experience. Indeed, the previous B1 use created practically no employment previous to the coffee shop because it was a one-man printing workshop. The inclusion of the D1 use increases its viability and ensures more employment. Guy Gold will increase the numbers of people working in this space, employing staff for both coffee shop and osteopathic practice.



Statement from Guy Gold (proposed café proprietor and Osteopath)

Whilst the space required for Two treatment rooms (D1) is greater than the coffee shop component (A1), from the outside of the building it will clearly appear as a predominately A1 unit.

I have run a successful osteopathic practice in the surrounding area for 18 years treating and supporting many of the local people including fellow professionals, shop assistants market stall holders, restaurateurs, architects etc.

I am well known in the local community and have an excellent professional reputation. I have been working at Triyoga as a full-time osteopath for 16 years which is now located 50 metres away from this site. Prior to this I practised locally in Neals yard remedies on the Chalk Farm Road where I first set up my osteopathic practice in 1998. I contribute to a good community spirit and environment by caring for those around me providing excellent levels of professional care and employing local people such as osteopaths as well as supporting many local businesses by using their services such as website designers, cafes, restaurants, architects, market stall holders, venues etc.

I have always very much liked this building and I'm delighted to have a part in returning it to I'm sure its former glory. Despite its relatively dilapidated state, for 20 years I have always liked the building and seen its potential. It is my intention to make excellent quality alterations, to restore it totally appropriately and very sympathetically to an excellent standard with a traditional Victorian feel but brought up to modern day standards.

The exterior will be refined in keeping with the beautiful building that it is, and retain a beautiful understated elegance to set effortlessly with some of the other beautiful buildings on the street and in the surrounding area.

I am confident my patients will have no hesitation in following me to this site and I will therefore be able to continue running my successful osteopathic practice business sensibly caring for my local clients very well, whilst attracting others from further afield to this wonderful area.

It is my intention to provide local employment and training to baristas as well as fellow complimentary therapists, osteopaths, reception staff, a practice manager etc. I would hope to have between two and four osteopath associates, and six to ten hand selected reputable complimentary therapists working within the two treatment rooms towards the back and side of the space.

On a daily basis I would hope to have 2 to 3 baristas and possibly some additional waiting staff having employment in the café.

My intention would be that the coffee shop stands centre stage and very much at the forefront of the space for all to see from both outside the premises and inside.

The site sits directly between my current place of osteopathic practice, Triyoga and my office space directly opposite the site on Oval Road. I couldn't be much more local than that! And have been a resident in the Borough of Camden for many years.

My work as an osteopath is conducted during reasonable hours it is not noisy or disruptive indeed on the contrary it is calm and peaceful and ethically sound, honest and good.

Ever since I trained at the British College of Osteopathic Medicine 20 years ago in Hampstead, I always hoped and dreamed of having a combined modest coffee shop with accompanying therapy rooms to provide community support in an ethical manner.

I feel there will be a natural synergy between the coffee shop and the treatment rooms in which I intend to employ more staff to offer a carefully selected range of complimentary therapy such as acupuncture, osteopathy, physiotherapy, sports massage, counselling.

There is a significant sparsity of good coffee shops in the vicinity of this site the nearest being towards Camden High Street and Parkway. I believe the coffee shop, as in the past, will provide a wonderful meeting place for local businesses to talk collaborate and enjoy each other's company. With the additional benefit of tone of a calm, relaxed, healing space with sensitivity to the surrounding residents, the perfect respectful balance. Additionally, the coffee shop environment is a lovely way to relax before and after treatment. Coffee shop customers may learn more about the benefits of complimentary therapies also if they so wish.

The coffee shop component, not being overly large, will ensure a sensible amount of coffee shop bustle without being too much and I suspect encourage a thriving takeaway business as people head to their places of work/leisure locally.

There will be a natural ebb and flow as patients arrive and depart approximately at the rate of one per hour per room (for osteopathy with mildly increased regularity every half an hour).

In a typical week I will see 50 to 55 patients working full time between Monday and Thursday.

Based on this and taking into account that I see people for 30 minutes the fact there are two treatment rooms I would anticipate approximately 200 total patient visits to the practice per week across all of the therapies offered.

I feel there is a strong case for this combined used to provide a modest refuge from the busy office life environment, particularly in light of the increase in local offices spaces presently being developed in the immediate and surrounding area.

This feels to me to be a very natural and organic expansion of my osteopathic practice continuing the good work into a more appropriate space to step up the levels of professionalism both in regard of a well needed excellent quality coffee shop with associated quality treatments.

I also feel that this approach will help to marry up and bring together other affiliated local businesses and local people and help support this wonderful area that many people seem to just pass through on the way to somewhere else without pause.

A historical perspective

The first mention of someone at the building is the **1855** Post Office London Directory, which lists a WM Brown there, running “coffee and dining rooms”. It’s probably safe to assume that he (or someone) had been there for a year or more before that; so perhaps he is the first business to operate there. He seems to have operated from then through to 1875.

“Coffee & dining rooms” remains the designation from **1876 to 1879**, run (briefly) by Chas Hill. In **1883** an Arnold Samuel is listed as running “dining rooms” there. In **1884** the Rate Book has a William Portman running “dining rooms” there too. He is listed through till 1887. Thereafter the directories show “Mrs Susan Portman, dining rooms” and she is listed in the Rate Books also.

In **1895** the dining rooms were taken on by August Emil Martin. He was born in Germany. In the 1901 Census, at no.85, he described himself as a “restaurant proprietor”. They employed a restaurant foreman and four waitresses. After that, the business seems to have contracted a little: the **1911** Census shows no live-in employees. August Emil describes himself now as a coffee house keeper and his new wife and daughter May Amelia are shown as assisting in the business. Also living at no. 85 are the Clover family, 4 people in two rooms. Mr Clover calls himself a “hotel waiter” so it’s just possible he was actually working in the coffee shop.

Directories suggest that William James Allen took over the dining rooms in **1915** and Mrs Hannah Allen (his widow?) from 1916 to 1919, then Ernest West in 1920 and 1921, and George Daniel Millis in 1922 and 1923. Charles Bardwell took over in **1924** and continued till at least 1945. The 1939 Register shows him (recorded as “caterer”) there (born 17 May 1895) with his wife Ivy (born 1899) and their son Herbert, a warehouse assistant (born 1923). The directories are silent after WW2 until **1959** when Albert Henry Bagg is listed running dining rooms at no.85 up till 1966.

In **1967** it is listed simply as “Jim’s Café” through till 1974. Nothing then till 1978 when it is listed as “‘Eats’ café”. Nothing is listed thereafter through to 1991 when the last directory was published, not necessarily because nothing was there, but the directories themselves became much more cursory and would look at a street of mostly residential houses and just move on.