

## DESIGN & ACCESS STATEMENT

*Monarchy - Camden*

*40-42 Chalk Farm Road  
London, NW1 8BG*

To accompany planning application ref: 2021/1437/A registered with Camden council 29.03.2021

### INTRODUCTION

Monarchy is an updated offering on the traditional pub - a venue with an exciting and innovative new food and beverage offering in the heart of vibrant Camden. Located in the existing Monarch pub building, it creates an exciting, relaxed environment for all to enjoy.

It sets out to be a fully-integrated plug-in venue for drink brands to take over: drinks brands will be able to hire the space (partially or entirely) and use it for launches or events. The venue will have a menu of digital and physical takeover elements from screens to lighting to enable fully flexible simple take-overs.

The proposal will breathe new life into the area and, in the aftermath of COVID19, bring essential investment, visitors and community spirit to the area. Further investment has been sought to renovate the dilapidated outdoor space that sits within (at the back of the venue), the end result will therefore be a greatly improved user experience.



## USE

The currently unoccupied site was formerly The Monarch pub and The Misty Moon pub previous to that. The site internally will remain largely as existing with a careful reworking of the interior to bring it up to modern day standards.

Predominantly a bar destination it will also have a fully functioning kitchen offering a range of food throughout the day.

It will be a test bed for new innovation within the drinks market, hosting primarily major brands within the AB Inbev Group, but will also be open for takeovers by other brands, events or community groups. A brand will be able to hire out the pub (partially or entirely) and host their own product launches or events.

The design concept will bring together live music, sports viewing, live streaming of masterclasses and artwork, all which is in keeping with the many pubs, bars and clubs in the local vicinity.

It will be an important destination that will help connect the Roundhouse end of Chalk Farm Road to the Camden Town and Camden Market areas.

## SIZE

The proposal is a like for like re-fit of the existing pub so the square meterage and site boundary does not change.

Existing and proposed gross area including back of house is:

Ground Floor: 331sqm (3563sqft)

Mezzanine: 98.3sqm (1058sqft)

Covers: 150 (at full capacity, without social distancing measures in place)

## LAYOUT

There are no layout changes that will affect any of the neighbouring addresses.

The ground floor layout remains largely as per existing with some key designed areas to improve customer flow and comfort. The facade fully utilises the existing door and window openings to provide a lobbied double door entrance way to the West entrance and a recessed single door to the East. The new East entrance doors are set back internally as per the existing condition and the lobby area created will be secured with a roller shutter that is set inside the boundary wall at high level. The security shutter has been proposed in line with the Camden facade planning guide



## SCALE & STREET CONTEXT

The site is located in a typical high street shopfront parade on Chalk Farm Road between the junctions with Ferdinand Street and Harmood Street. The single storey frontage of Monarchy sits adjacent to a neighbouring three storey traditional fascia to the East and similar height occupancies with little or no heritage style to the West. The addresses to the West display a range of proportions, heights and material choices that show variety and inconsistencies throughout as displayed in the below image (Fig3)



Fig3

Further up Chalk Farm Road the neighbouring Belgo restaurant and bar (Fig4) has a similar width fascia to the Monarchy site and a shop fascia that raises above its neighbour and above the traditional entablature and pilaster next to that.



Fig4

The proposed Monarchy fascia elevation shown below (Fig5) and has been reduced in scale from previous proposals to align better with the adjacent occupants whilst providing a fascia signage that is proportionally appropriate to the building. It has been designed in accordance with the January 2021 Camden Planning Guidance - Design Document and seeks to implement the language described in subsection 6.17:

“ The design of new shop frontages should add to the richness of experience for users of streets and public spaces and contribute to the character and attractiveness of the frontage of which they form part. Shopfronts play a key role in creating active and attractive frontages, in particular in town centres, and enlivening streets and public areas. Well designed shopfronts should include detailed features that help to add richness to the shop and wider street scene; for example vertical or horizontal elements that respond to the rhythm or symmetry of upper floors or adjacent buildings.”

The revised fascia design (Fig5) sees a modest increase of 450mm to what currently exists. This height aligns with the cornice detail on the West neighbouring building and has a reduced depth so as to not obstruct the view of the traditional pilaster. On the eastern end of the fascia a new pilaster will be formed to continue the language of the historical windows below whilst providing a suitable and sensitive end capping for the adjacent occupant to sit against.

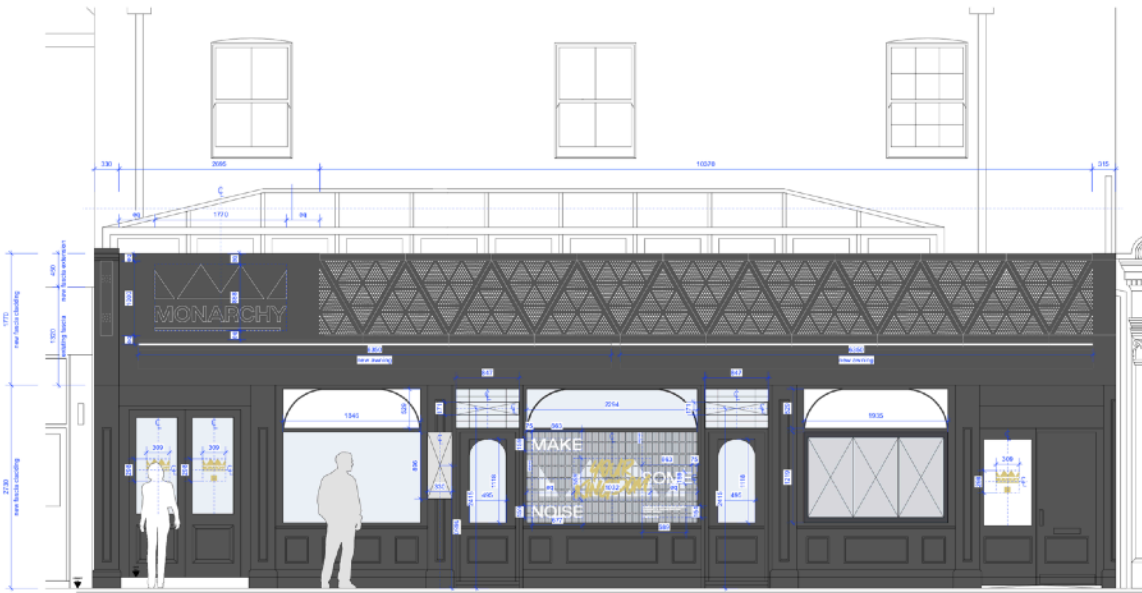


Fig 5

A new projecting sign is now relocated to the new eastern pilaster, again, reduced in sized from previous proposals and in a revised location to minimise the visual impact on the adjacent units signage and heritage fascia elements (Fig6).



Fig6



## APPEARANCE

Internally the interior sees dark and light areas combine to create zones for a wide range of user experiences and activities. The dark, atmospheric colours and finishes are intended to provide a contrasting backdrop to the digital screen content, ideal for sports viewing and live streaming. Towards the rear the existing skylights and external areas are refurbishing to create day-lit areas maximising sunlight and improving the quality of air flow through the warmer months.

The Monarchy fascia has been designed to replicate much of the existing language of the site. The traditional pub doors and windows will be repaired and finished in a dark colour which give a strong backdrop for the digital elements that sit in the windows. These screens and light boxes will give an energy and excitement to the parade frontages providing content and information to the customer prior to entry. At high level the perforated fascia panel creates a subtle but interesting programmable coloured LED light display that again adds to the customer engagement factor and gives the area a much needed modern destination. This is an update from the previous festoon lighting that the pub had on the fascia (Fig7).

The appearance of the facade brightness and energy has no obvious detrimental effect on the surrounding addresses. Opposite the site are the outer brick walls of the Camden Market Stables and no other addresses will be in a direct line of vision of the facade elements

The awnings are a like for like replacement of the existing awnings (Fig7).

Most importantly the design gives the Monarchy site a fascia language that is bold, attractive and builds upon and improves the vibrancy and colour of the local area.



Fig7

## ACCESS

The site has a simple navigational route throughout with clear entrance and exit doors and interior signage to give clarity to the user.

The disabled access, as previously mentioned, is improved from the existing with an accessible toilet on the ground floor. This can be accessed using a fold-out ramp and staff assistance. The initial intention was to provide access to the toilet and the mid section of the bar via the ramped access corridor leading to back of house, but this has proven impossible due to the necessity to demolish a structural wall, needed to provide adequate turning for wheelchair users.

Chalk Farm Road has a number of short stay stop-off points which delivery vehicles may use. Deliveries to the site will utilise the Eastern single doorway and subsequent access corridor behind. Bar and kitchen staff will also use this entry creating separation from the customers who will predominately use the Western double doorway which has Monarchy signage above the door.

## CONCLUSION

The Monarchy is an update on a traditional venue that combines innovation with celebration of the site history. It fits with the ethos and atmosphere of this vibrant area of Camden. It is intended to host perpetually changing events, support local artists, and on trade, especially in the wake of Covid-19 impact on the hospitality sector. Because it is conceived as a plug-in space for brands to host launches and events, it will bring new drinks and entertainment brands to the area and draw in customers.