Planning and Building Services

Camden Council

N1C 4AG

Wednesday, 08 September 2021

Dear Sir/Madam,

**Planning Application for the Commercial Change of Use from Class E (formally A3) to Sui Generis (private member's club) at Eagle House 16 Procter Street London WC1V 6NX**

Studio Charrette has been instructed to act on behalf of Ms R Andrews (“the Applicant”). This application requests planning approval for the change of use from Class E (formally A3) to Sui Generis (Private Members Club) (“the Proposals”) at Eagle House 16 Procter Street London WC1V 6NX  (“the Site”).

Please find attached the following information in support of this application:

* Application Form
* Site Location Plan (New 08/09/2021)
* Site Plan
* Existing and Proposed Plans
* Existing and Proposed Front Elevation Plans

**ASSESSMENT**

The relevant local plan policies extracts are laid out below, there is a focus on proving the viability and vitality of the change of use;

The Council will encourage the provision of employment premises and sites in the borough. We will protect premises or sites that are suitable for continued business use, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy (pg. 173 CLP).- Beiriso will satisfy this policy by providing opportunities for employment and networking in the borough.

‘The site is in the Central London Area and we have town centre and central area policies which seek to protect the viability, vitality and character of town centres’ -Beiriso will be a welcome addition to the street which has few facilities unless you're looking at a dentist or sporting facilities.

‘The area is predominantly commercial, with a small residential community the council will support the provision of appropriate retail, food, drink and entertainment and service uses in the area’s Central London Frontage’ (pg. 28 CLP) Beiriso benefits from a highly accessible location and will create additional footfall through organised events and activities. Attendees will be invited from across the city, including office workers within the local area such as Covent Garden, and the city of London. The events and food service will be daily and therefore the footfall will be daily. Beiriso’s outreach via zoom means they require an increase of staff to attend onsite to manage these online zoom events, meaning staff numbers will increase, creating more vitality and further satisfying policy E2.

Eating, drinking and other leisure uses to provide a key role in the attractiveness of Camden’s centres (pg 287 CLP). As it benefits from the ground level frontage, Beiriso can increase vitality in the area through an active frontage as passers-by will be intrigued as to what it is. Beiriso will continue to serve breakfast, lunch and dinner to local office workers creating footfall from them too. They will also use localised suppliers where to promote local business and trade.

Policy TC4 Town centre uses The Council will ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours. (pg 288 CLP). Monday to Friday is anticipated to be the busiest days with more localised attendees/customers and during the weekend it would be the guests who attend our weekday zoom meetings who will be invited to attend on the weekend. The proposed change of use to Beiriso will increase trading in the area and will increase the vitality of the street as currently it could be seen as lacking.

As the evidence shows, Beiriso will be a positive addition to the area and will encourage people to travel into the area. It will provide food and drink, offer networking events both in-person and online, and will employ staff locally, whilst also using local suppliers.

**THE PROPOSALS**

The Proposals would involve the change of use from Class E to Sui Generis there is limited internal works related to this application. Below are relevant headings to support and answer any questions regarding this application;

**Name of the club-** The client has appointed Cada Design to assist with branding and design. They have not finalised the name of the club yet.

**Number of members anticipated-** the venue can hold up to 50 members at a time but it is anticipated around 500+ will sign up for a yearly membership, where online services would also be offered.

**Hours of opening-** Would be Monday to Wednesday 7am till 1230am. Thursday to Saturday, 7am till 3am. Sundays will only open for pre booked private events.

**Will there be cooking on site/need for ventilation/extraction -** There will be food preparation onsite but no fresh cooking, and there is already ventilation and an extraction systems in place.

**Will there be music-** yes there will be music, but not live. Low music as they have in pret or other restaurants, it is not a dance venue where music will be played loud. It is a venue for members to enjoy and relax in an environment where they can converse.

**Licenced?** Yes- alcohol licence- this may not be in place as of yet.

**Servicing requirements, waste disposal-** already existing around the back waste disposal with a dedicated locked area that holds two large 1100 litre commercial bins–

**Bike Storage-** there is bike rack for parking cycling bikes next to the site.

**How is it different to existing business-** it’s different to the existing business as this is a private members club- aimed at professionals in the city and the local area. They will be offering an additional think tank service with weekly media notifications. The venue will be designed in a up market manner whereas the existing one is extremely casual and was focusing on healthy bowls for the breakfast and lunch office trade at £5 average spend. This change of use will allow for more comfortable seating arrangements, a cocktail bar with an exquisite menu that matches the fine décor planned and great cocktails that members can enjoy. The average spend will be around £15 per head. We plan to continue offering breakfast, lunch and dinner to our members.

##### CONCLUSION

We kindly request that the Case Officer chosen to assess this application looks upon the Proposals favourably and issues a positive decision in a timely manner. If the Case Officer has any queries or would like additional information to assist with the Council’s assessment of the Proposals then please get in touch.

Kind regards,

**Sharon-lee**

Planning Consultant

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