



Design and Access Statement

12 Kentish Town Industrial
Estate
Regis Road
NW5 3EW

Planning Application

Chapter 1: Project Outline

- 1.1 Introduction
- 1.2 Design Team
- 1.3 REEF Technology
- 1.4 Proposed uses
- 1.5 National Policy
- 1.6 Regional Policy
- 1.7 Local Policy

Chapter 2: Site

- 2.1 Site & Context
- 2.2 Site & Site Photographs
- 2.3 Site Surroundings & Site Photographs

Chapter 3: Proposal

- 3.1 Proposed Plan
- 3.2 Precedents
- 3.3 Amenities
- 3.4 Vegetation
- 3.5 Views
- 3.6 Conclusion

1.1.1 This application has been made on behalf of REEF Technology for the installation of temporary structures for a range of commercial and logistics activities on land at Regis Road, Kentish Town. The proposal aims to transform this unused site into a 'thriving mobility and logistical hub' by installing containers with a variety of uses, including:

- **Crate to Plate:** A hydroponic farm. Two containers are located on the site and each one is equivalent to an acre of farmland that can feed approximately 1000 families per month. The technology uses 96% less water than traditional farming and eliminates transport costs and therefore has a significantly reduced carbon footprint.

- **BP - EV Fleet Charging Hub:** Electrical vehicle charging points for businesses and consumers. Typically, drivers can drive in and charge for 15-20 minutes from one of 6 rapid chargers. This provides vital infrastructure to assist in the transition of businesses and consumers to electric vehicles.

- **REEF Kitchens EK:** Three pods operating delivery-only kitchens. These pods are operated by REEF and allow for local restaurants to expand while minimising upfront costs.

- **Amenities:** A location for delivery riders and drivers to rest and stop. Currently, this happens in informal environments, on the street, outside restaurants. Our proposal includes seating and food and drink, creating healthier working conditions for the delivery drivers while also reducing the impact delivery drivers have on dense urban spaces.

1.1.2 The new proposal responds to national, regional, and local planning policy and local character in order to propose an innovative addition to the Regis Road area. It meets contemporary planning and building regulations standards, and will be high quality, green and energy efficient.

1.1.3 As the economy and business change rapidly, we believe this central but under used and hidden site is an appropriate site for the introduction of these highly innovative proposed uses. It would also create a number of jobs, on site, which will be a positive contribution to the local economy.

1.1.4 The design and access statement should be read in conjunction with the drawings and supporting planning application documents.

1.2 Design Team

OFFICE
S&M

Office S&M
Architects



Winner Young
Architect of the
Year Award 2020



Winner AJ 40
Under 40 2020



Winner RIBAJ
Rising Stars
2019



Hackney Design
Review Panel



Essex Quality
Review Panel



Newham Design
Review Panel



Member of the
Design Council
Expert Panel

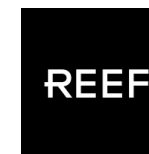
1.2.1 The client is committed to delivering a high-quality scheme that is a positive addition to the community and local economy. As such, they have appointed Office S&M as architects. We have delivered several high-quality public and private projects around the country, some of which are shown opposite. Office S&M is an award-winning architecture practice which delivers projects that celebrate the colour, materiality, and narratives of the everyday use of these new spaces. Office S&M's accolades include winning Building Design's Young Architect of the Year Award (2020); inclusion in the Architects' Journal 40 under 40 – a showcase of architecture's brightest up-and-coming talent (2020) and the Architecture Foundation's New Architects 4 publication (2021); and selection as a Rising Star by RIBA Journal (2019). The partners sit on the Hackney Design Review Panel, Newham Design Review Panel, Design Council Expert Panel, and Essex Quality Review Panel.

1.2.2 Office S&M has extensive experience in town centre and placemaking projects, gained through involvement in every round of the GLA Outer London Fund, and working with one-third of the London boroughs, including four projects for Newham Council.

1.2.3 The design team is comprised of specialist consultants. All consultants have a wealth of experience in work at this scale and are committed to the highest quality scheme in order to satisfy policy.

OFFICE
S&M

Office S&M
Architects



REEF Technology
Client

FIRSTPLAN

First Plan
Planning Consultant



TTP
Transport Consultant

1.3 REEF Technology

1.3.1 The client, REEF technology, is interested in 'transforming static parking facilities into thriving mobility and dynamic logistic hubs'. This happens by finding under-used sites and proposing forward-thinking uses that consider the continued evolution of our local economies and town centres.

The company debuted its concept in North America and now operates hundreds of these hubs. REEF intend to bring the lessons learned from their rapid expansion across North America to the UK market, and the application site is one of the first hubs which REEF have launched in the UK.

The hope is that its urban mobility hub concept will future-proof areas such as parking lots, while also addressing many of the major obstacles all cities face: congestion, pollution, high costs for businesses to expand, and residents' growing desire for their goods and services to be delivered quickly.



Example Reef Hub in Miami

1.4 Proposed Uses

1.4.1 This site has six proposed uses, all housed in temporary structures:



Crate to Plate container.



Inside View of Crate to Plate Hydroponic farm 'walls'.

1- Crate to Plate: This hydroponic farm, also known as a Vertical Farm, is operated by Crate to Plate. Hydroponic farms are a high-tech growing method, where vegetables are grown without soil. The roots of the plants are grown in a nutrient solution or other medium such as perlite or gravel. The required nutrients are injected into the growing medium and temperature, water supply, light and pesticides are calculated and regulated by computers. Two containers are located on the site and each one is equivalent to an acre of farmland that can feed approximately 1000 families per month. The technology uses 96% less water than traditional farming and eliminates transport costs and therefore has a significantly reduced carbon footprint. These healthy crops could be sold to REEF Kitchens, local residents, retailers, restaurants, and offices. This proposed uses would create 4 jobs.

2- Wendy's: The Wendy's pod offers one of the first delivery-only Wendy's Kitchen in the UK. This proposed use provides 20 jobs for the local community.

3- Retail space: REEF-operated 'dark convenience' unit, selling non-perishable items for customers on delivery service platforms only. This proposed use would offer 2-3 jobs to local residents.

4- UBCO: New-Zealand off-road bike manufacturer. This container would provide facilities to test bikes and a location for UBCO staff to pursue potential business and consumer leads. This space would be where London-based UBCO members of staff would be located and provide a meeting space within the container. Additionally bikes can be stored, charged and serviced within the container. There would be a total of 2 staff on location.

1.4 Proposed uses (continued)



REEF delivery-only kitchen in the US. The Wendy’s kitchen is of the same principle.

5- REEF Kitchens EK: Three pods operating delivery-only kitchens. These kitchens are operated by REEF and give the opportunity for local restaurants to expand, without having to go through the operational and upfront costs of opening a new brick-and-mortar restaurant or expanding their existing restaurant. It also offers the cuisine to a wider audience. In each pod up to five different restaurants can be housed, giving up to fifteen small brands the opportunity to expand with ease. This proposed use would offer 9 jobs to the community.

6- BP - EV Fleet Charging Hub: Electrical vehicle charging points for businesses such as Uber or DHL, and for consumers. Typically, drivers can drive in and charge for 15-20 minutes from one of 6 rapid chargers. This provides vital infrastructure to assist in the transition of businesses and consumers to electric vehicles.

Proposed uses	Jobs
Crate to Plate	4
Wendy's	20
Retail Space	2-3
UBCO	2
Reef Kitchens	9
BP Charging Hub	-
Total jobs created	37-38



BP Chargemaster Fast-Charging Module

1.5 National Planning Policy

1.5.1 At the national level any application would be considered under the National Planning Policy Framework (Adopted July 2021). The NPPF sets out, in paragraph 8a a strategy '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'.

1.5.2 Paragraph 123 promotes the innovative use of sites:

'Local planning authorities should also take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans, where this would help to meet identified development needs.'

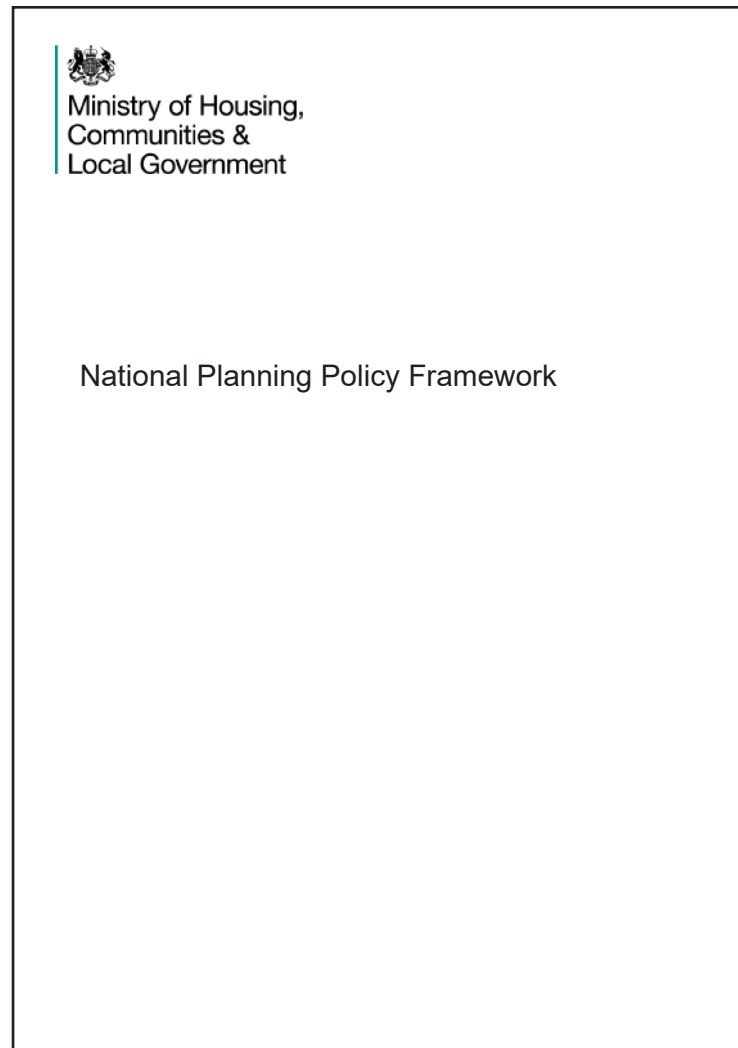
1.5.3 Paragraph 112e specifically pushes for the addition of EV charging points:

'Applications for development should: be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'

1.5.4 Many other policies are considered:

- Section 2, Paragraphs 7 - 14: Achieving sustainable development
- Section 4, Paragraphs 38 - 59: Decision Making
- Section 11, Paragraphs 119 - 125: Making effective use of land
- Section 12, Paragraphs 126 - 136: Achieving well-designed places
- Section 14, Paragraphs 152 - 173: Meeting the Challenge of Climate Change, Flooding and Coastal Change

1.5.5 A full consideration of the compliance of the application scheme with national and development plan policy is set out in the accompanying submitted Planning Statement.



THE LONDON PLAN



1.6 Regional Planning Policy

1.6.1 At the regional level, the London Plan is relevant, with policies GG2, GG3, GG5 and E4 being of particular relevance:

1. GG2, 'Making the best use of land', includes the following:

'1.2.8 Making the best use of land will allow the city to grow in a way that works for everyone. It will allow more high-quality homes and workspaces to be developed as London grows, while supporting local communities and creating new ones that can flourish in the future.'

Our proposal utilises underused land to serve the local community in a new, future-thinking way.

2. GG3, 'Creating a healthy city':

'I: seek to create a healthy food environment, increasing the availability of healthy food and restricting unhealthy options.'

'Crate to Plate', the hydroponic farm, proposes and very healthy and highly environmentally friendly food to local residents

3. GG5, 'Growing a good economy':

'1.5.4 The right infrastructure is also required to help businesses succeed across London. The digital economy, underpinned by world-class digital connectivity, data and digital services is of ever-increasing importance, improving processes, opening up new markets and allowing more flexible working'

The proposal creates a piece of infrastructure that complements the digital economy. It looks at new ways of shopping with delivery-only grocery shopping, eating with the hydroponic farm, and helping local businesses grow with the delivery-only kitchens.

THE LONDON PLAN



1.6 Regional Planning Policy (continued)

4. E4, 'Land for industry, logistics and services to support London's economic function':

'A sufficient supply of land and premises in different parts of London to meet current and future demands for industrial and related functions should be provided and maintained, [...] This should make provision for the varied operational requirements of: [...]

2) storage and logistics/distribution (Use Class B8) including 'last mile' distribution close to central London and the Northern Isle of Dogs, consolidation centres and collection points'

'Last mile' delivery is identified as an area to be supported. All proposed uses on the site are geared towards this goal.

1.6.2 Other policies are considered, in particular:

- Policy D1: London's form, character, and capacity for growth
- Policy D4: Delivering good design
- Policy D11: Safety, security, and resilience to emergency
- Policy D12: Fire Safety

1.7 Local Planning Policy

1.7.1 At the Local level, there are a number of specific policies that have informed the development. Firstly the proposal is relevant to the (A) **Camden Local Plan** and complies with it. Specific policies of interest include

1. Policy G1: Delivery and location of growth:

“The Council will deliver growth by securing high quality development and promoting the most efficient use of land and buildings in Camden by:

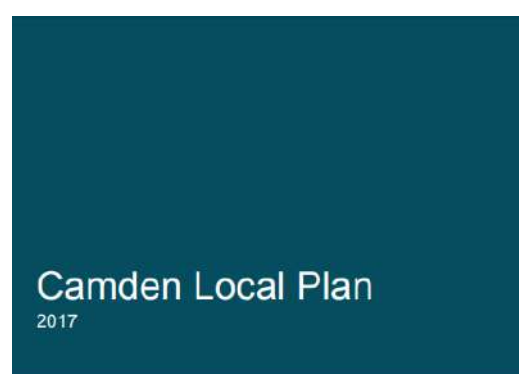
- a. supporting development that makes best use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site;
- b. resisting development that makes inefficient use of Camden’s limited land;
- d. supporting a mix of uses either on site or across multiple sites as part of an agreed coordinated development approach, where it can be demonstrated that this contributes towards achieving the strategic objectives and delivers the greatest benefit to the key priorities of the Plan.”

The proposed use of the site is forward-looking, inputting proposed uses that are looking towards the future development of the B2B and B2C economies. The use of the site is also of much higher density having multiple proposed uses; in contrast with the current use of the site as mostly parking spaces.

2. Kentish Town Regis Road area identified as ‘growth area’: Paragraphs 2.32 to 2.34:

“2.32. This growth area is focused around the industrial area at Regis Road and currently is home to a variety of low density industrial and warehousing uses. It offers a significant opportunity to deliver higher density industrial provision as part of a redevelopment scheme that will also deliver a substantial increase in homes and jobs, as well as improve movement around and through the area, reconnecting communities. Redevelopment will only be considered where this is employment-led and part of a comprehensive scheme [...]”

2.33 The Council expects a comprehensive employment-led development at Kentish Town Regis Road that provides a mix of uses, including industry, logistics and other employment uses, housing, community facilities and open space in accordance with



1.7 Local Planning Policy (continued)

Policy E2 Employment premises and sites. [...]

2.34 Other priorities for redevelopment include: • a significant increase in the number of jobs provided in the area; • provision of appropriate employment space for identified growth sectors and small to medium enterprises and start-ups;”

The jobs proposed are future-thinking, being part of a growing economic sector. At least 38 permanent jobs would be found on-site, with the potential for more as the site develops. While supporting the on-site jobs, ‘the site will provide positive working conditions for employees, offering greenery, and toilet facilities.

3. Economy and Jobs: Industrial and warehousing use: Paragraph 5.28 and 5.31:

“5.28. The Camden Employment Study 2014 found that the cost of industrial locations in Camden is high, indicating that supply does not meet demand. There has been pressure to redevelop the borough’s stock of land used for employment purposes, particularly manufacturing and industry, for higher value uses, principally housing. Once an industrial or warehousing use is developed for an alternative use it is unlikely that it will be returned to such use. ”

“5.31. In response to the factors above, the Council will continue to protect industrial and warehousing sites and premises that are suitable and viable for continued use and to safeguard the identified Kentish Town Industry Area (as shown on the Policies Map). This is a large area with a mix of industrial uses and no housing, making it particularly suited for continued industrial employment use (see also paragraph 5.46) We will support proposals for intensification of employment sites where the proposals can provide additional employment benefits in terms of the number and types of jobs and training for local people alongside other Council priorities in line with Policy E2 Employment premises and sites.”

This area has been earmarked to remain industrial. By using the site much more efficiently, it demonstrates how these sites can be transformed to match the current landscape and respond to pressure on land in the Camden area.

1.7.2 (B) **Kentish Town Neighbourhood Plan:** This site is not included in the Site Allocations Plan (2013). More



1.7 Local Planning Policy (continued)

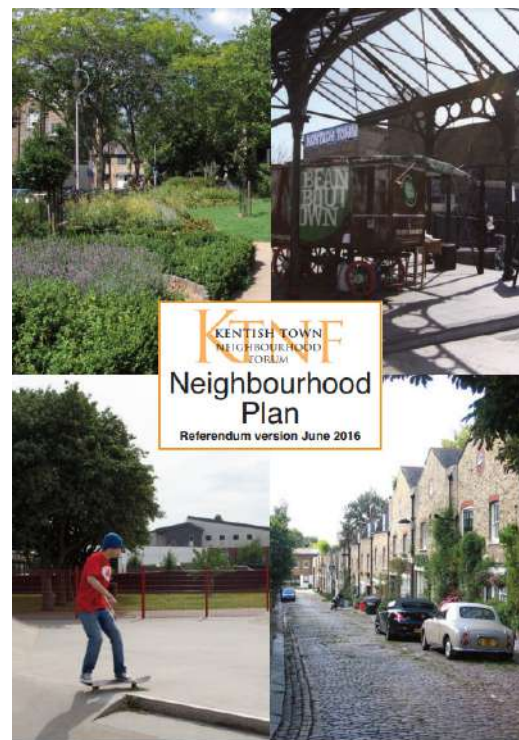
area-specific guidance is available in the Kentish Town Neighbourhood Plan. Many of its ideas echo those of the Camden Local Plan, especially around density. For example:

“The site is currently occupied by mainly single or double-storey sheds, open-air yards, car parks and the access road. Future development should reflect the capacity, density and scale of this an inner London location.”

The document also specifically mentions the use of these sites for the growth of small and start-up businesses in **Policy SP2:**

“The Neighbourhood Plan recognises the potential of the KTPDA within the KTNP Area, identified on Map 9 for a mixed use development whilst retaining, and where possible increasing, the level of industrial floorspace and employment opportunities including the growth of small and start-up businesses,”

Most of the site proposed uses are start ups and small businesses. REEF Kitchens invite small restaurants and brands and help them expand their reach by using REEF infrastructure. Meanwhile, Crate to Plate and UBCO are start-up businesses.



Kentish Town Neighbourhood Plan Area of Interest

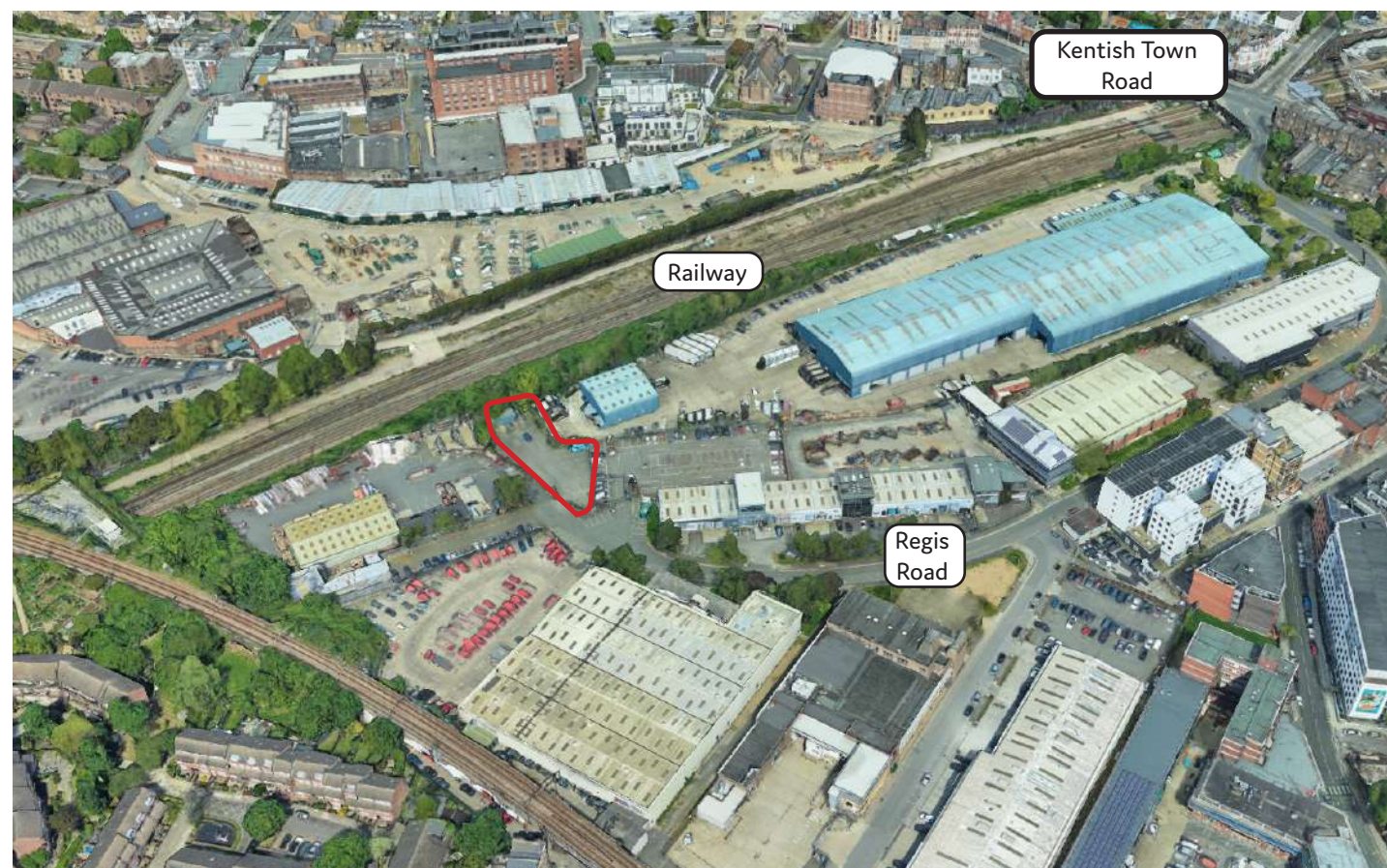
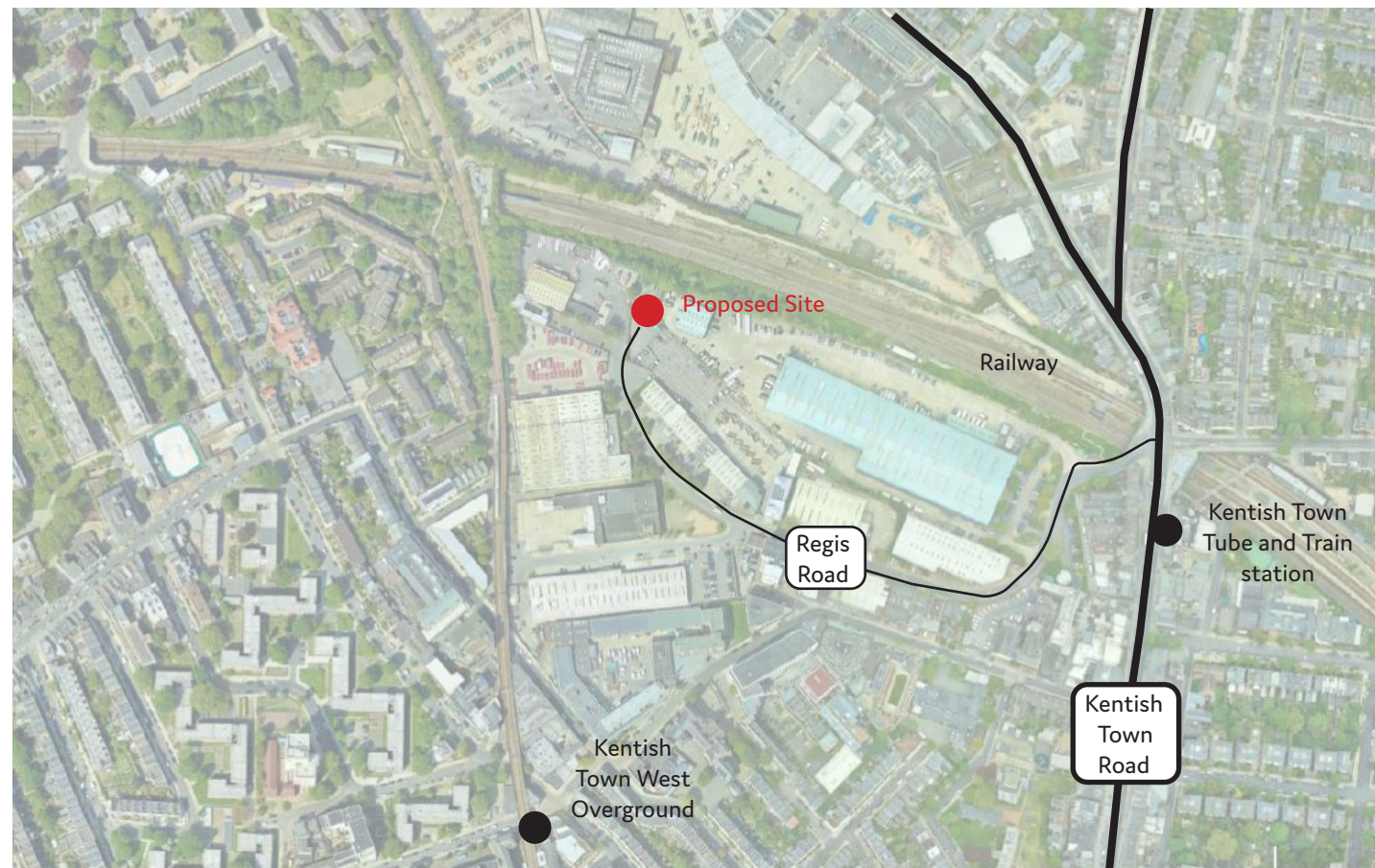
2. Site

2.1 Site & Context

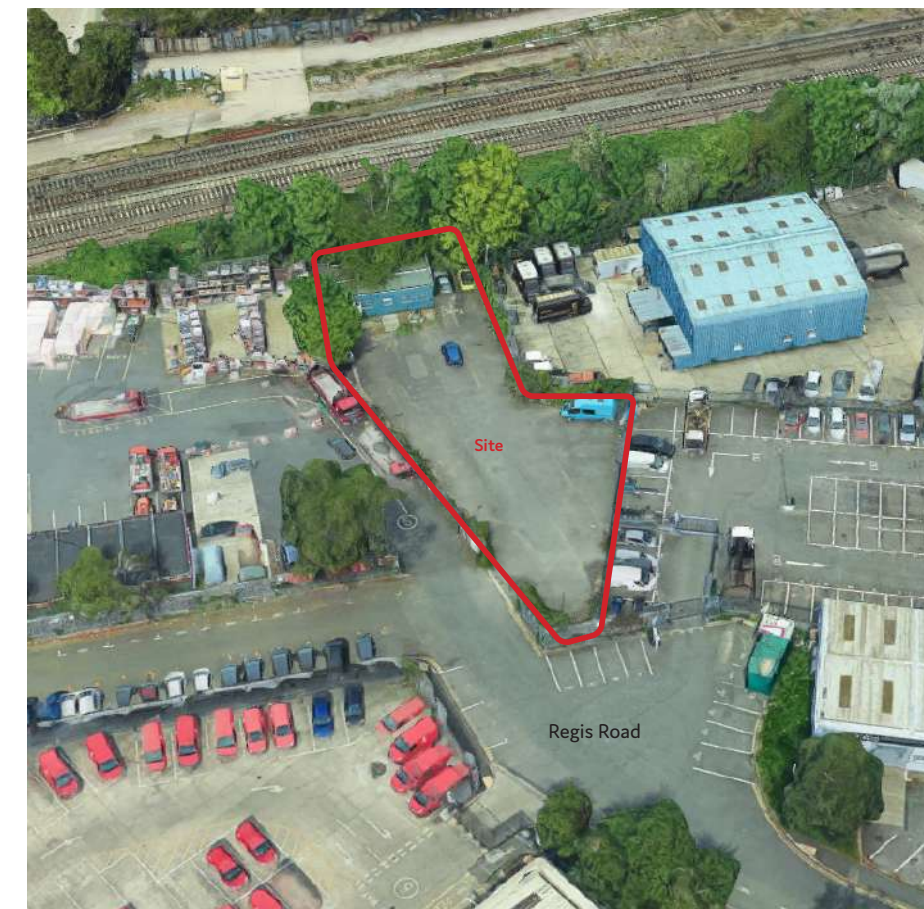
2.1.1 Public transport links include Kentish Town Tube and Train station, and Kentish Town West Overground station. Further transport is provided by a large network of local buses.

2.1.2 The site is adjacent to Regis Road, a private road that connects to Kentish Town Road. This connects to many areas of the North of London. To the North of the site is a railway.

2.1.3 The site is in an industrial zone. It is not in a conservation area, is not listed or protected, and there are no trees on site.



View looking North-East



2.2 Site & Site Photographs

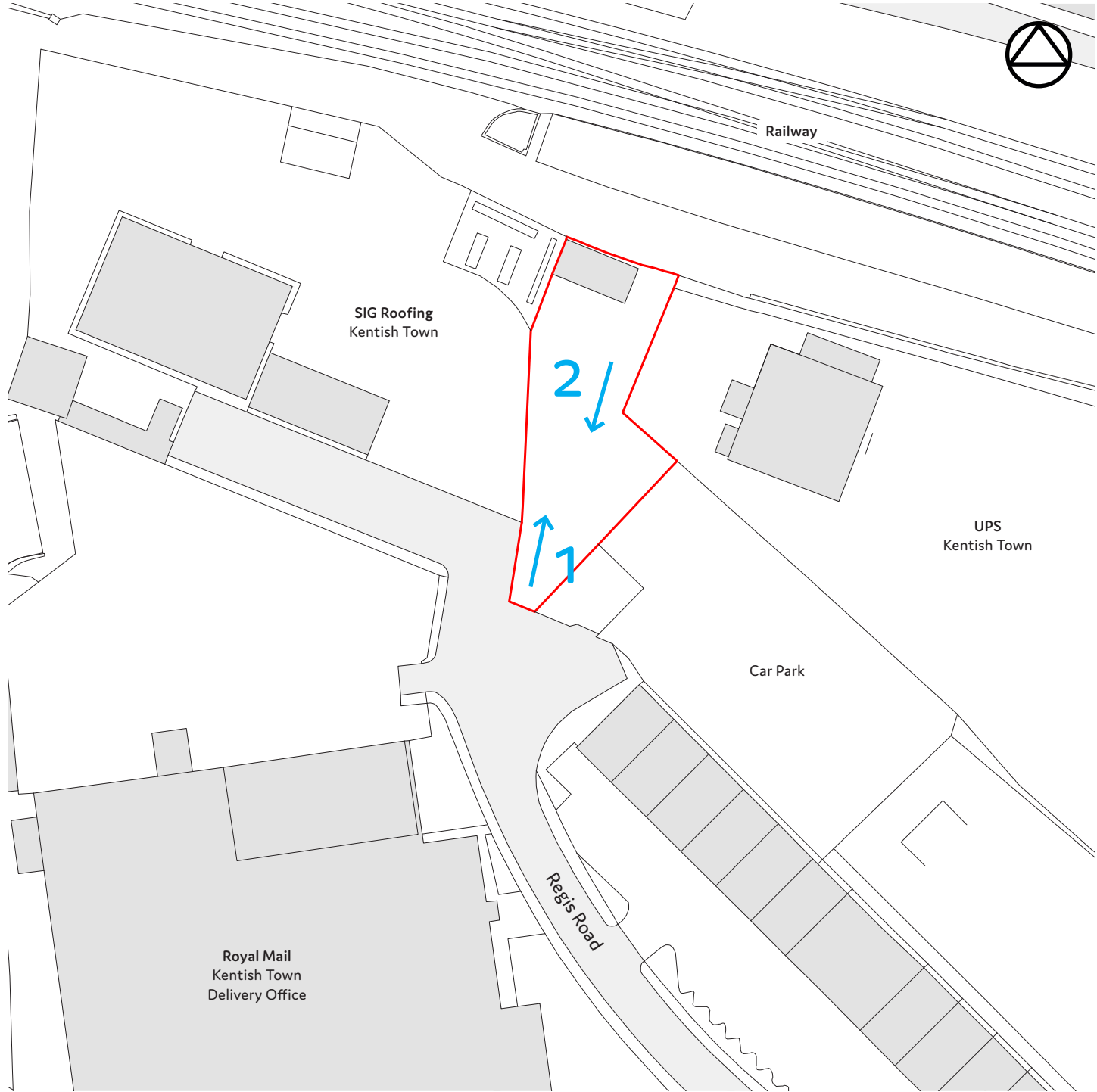
2.2.1 The site is currently free of use and holds structures installed temporarily by REEF.



Looking North from the South, entrance side of the site, on Regis Road..



Looking South from the middle of the site.



2.3 Site Surroundings & Site Photographs

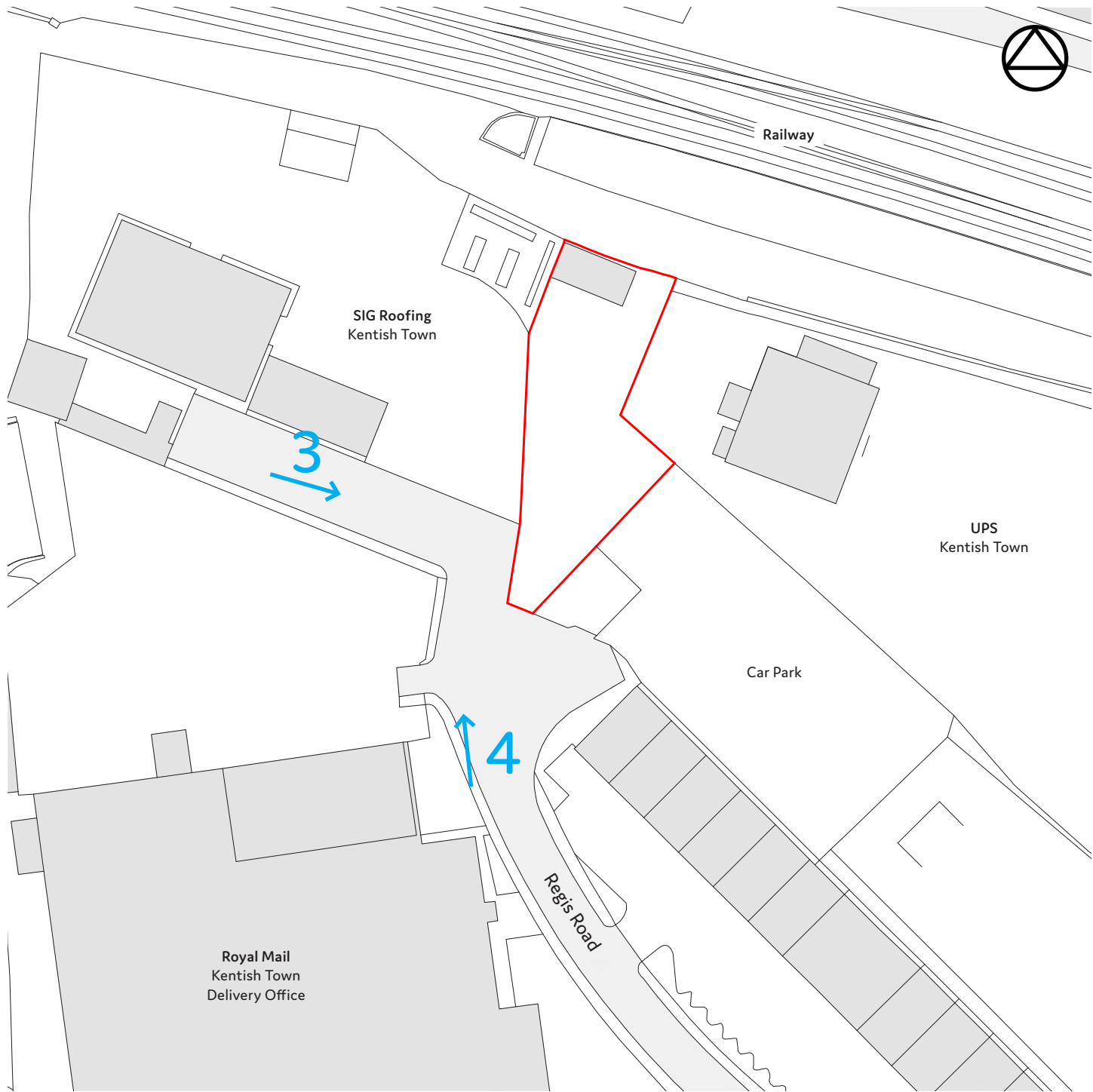
2.3.1 The site is surrounded by a variety of industrial proposed uses. These include Royal Mail's Kentish Town delivery office, SIG Roofing and a UPS depot.



On Regis Road, looking North, towards site



On Regis Road, looking East, towards site





3. Proposal

3.1 Proposed Plan

3.1.1 As explained in the brief, the following proposed uses are found on site. Note that two of the REEF containers are stacked with a staircase for access for the upper container. A first floor plan can be found in the drawings associated with this application.

EV charging points	6 bays with associated charging ports
UBCO	1x 40ft x 8ft container
REEF Kitchens	3x 20ft x 8ft container
Wendy's	1x 30ft x 16ft container
Crate to Plate	2x 40ft x 8ft container-
Retail Space	~50% of floor space of existing building with new door for access
Rest Area (toilets, changing rooms, kitchenette and seating)	Other ~50% of floor space of existing building
UKPN terminal	1x 2m x 2m unit providing mains power to the entire site.

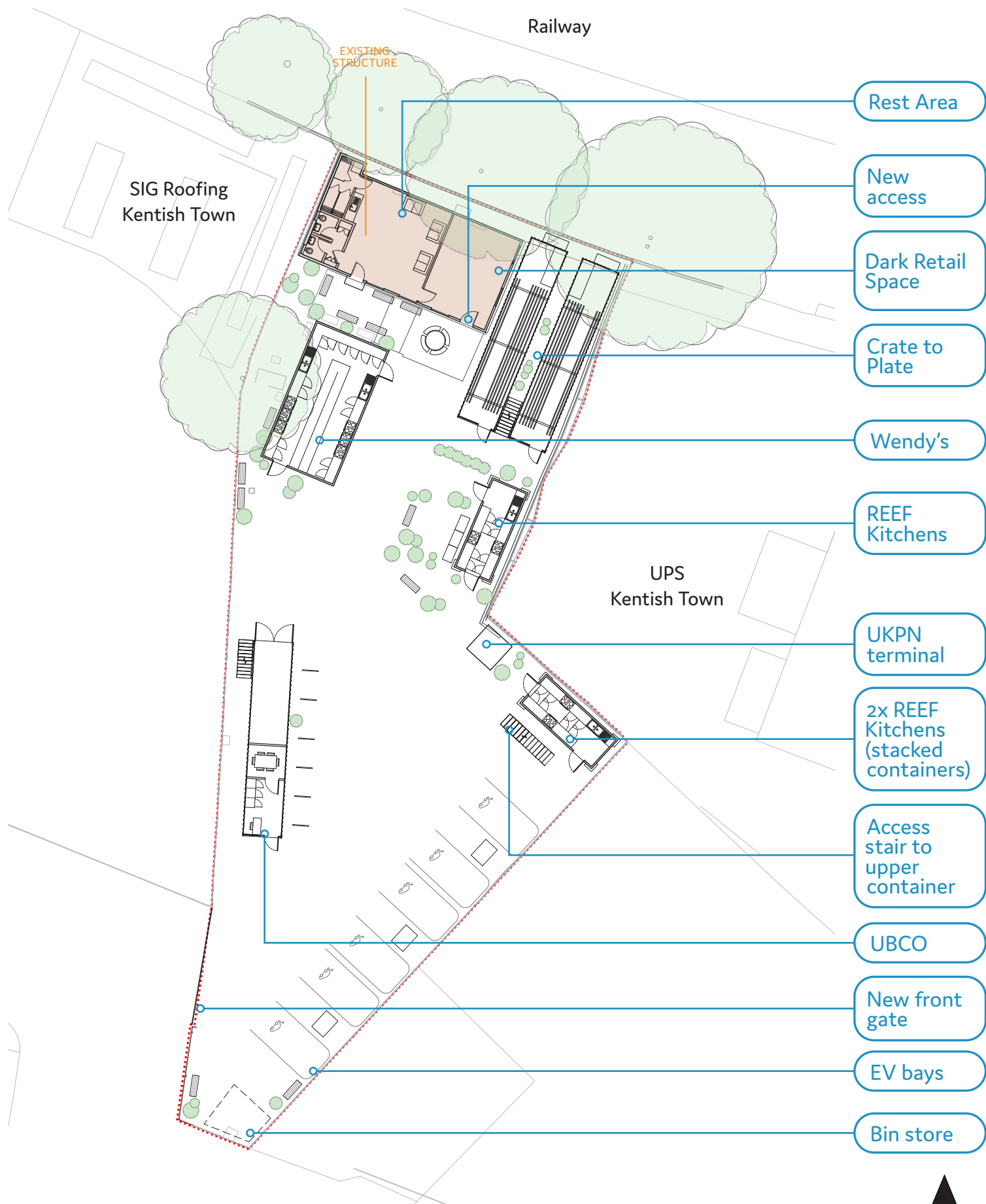
3.1.2 Amenities

A rest area, with toilets, changing rooms and a kitchenette is provided within the existing building. In addition, seating areas are provided within that space and externally for workers to rest.

Bicycle and moped spaces are also provided.

3.1.3 Access

The front gates are to be replaced with a new asymmetrical system. The design would remain the same post and rail system as existing. This improves access, particularly to the EV bays.



Ground Floor Plan

3.2 Precedents



3.2.1 These are some exemplary temporary pop-up installations that have been granted planning permission in London and have proven to be a great success. Whilst the application scheme differs from the examples above by virtue of the fact it is not intended to be customer-facing, the examples nevertheless show how meanwhile spaces/temporary uses can assist in regenerating sites and delivering significant economic benefits to a local area.

3.2.2 BoxPark, Shoreditch

Boxpark, Shoreditch, is retail concept designed to provide small-scale, flexible shop units created from recycled metal shipping containers. It was granted 5-year planning consent in 2011, which has been repeatedly extended since.

This, at the time, was a highly innovative concept which has since been successfully replicated around the world. Boxpark Shoreditch was the first step in the development of a new way of shopping.

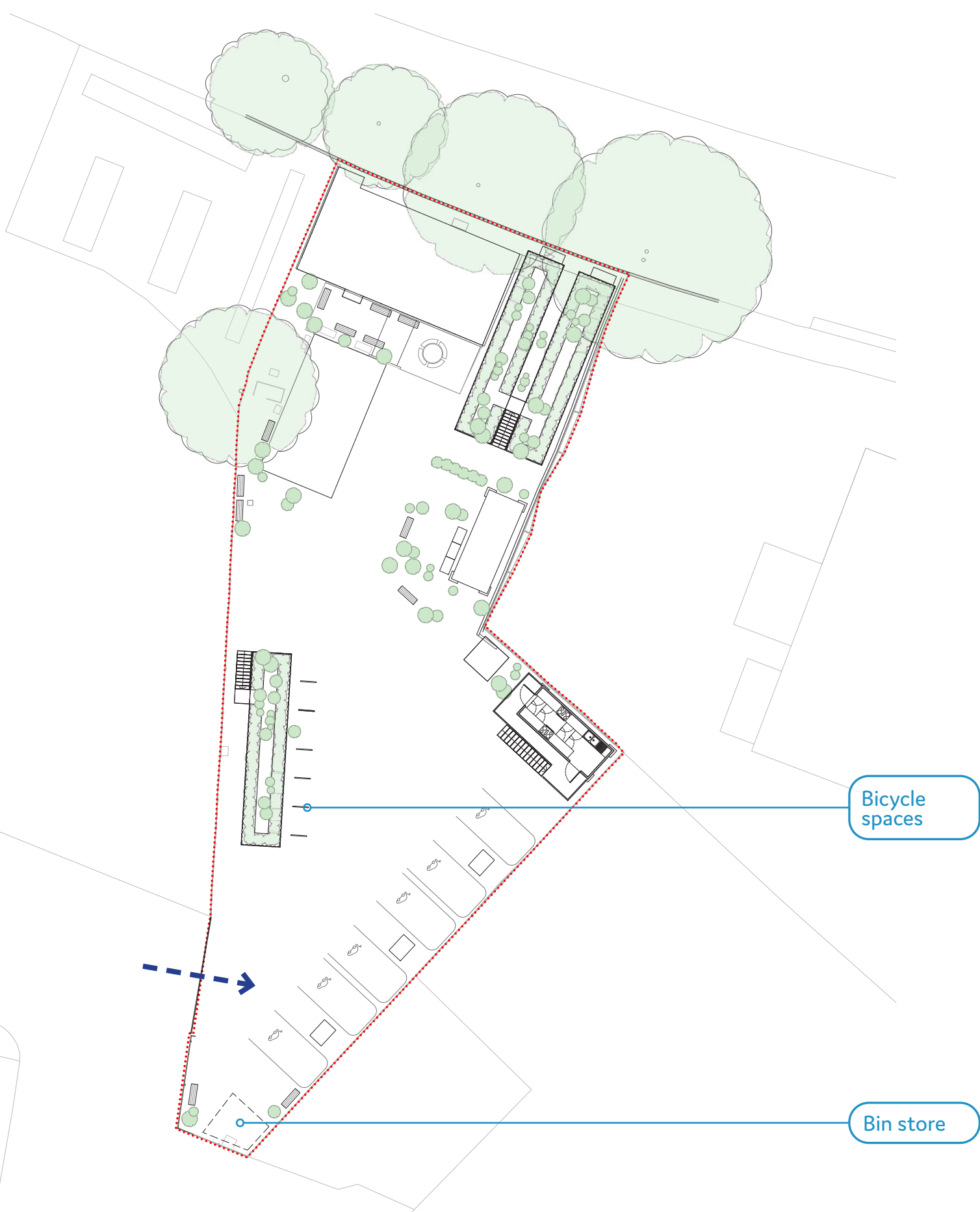


3.2.3 Meanwhile Campus, Wood Green

Meanwhile Campus is a regeneration project in the Wood Green area. It provides workspace, cafes, and pop-up locations for the community.

This concept has also proven successful and as a result, the 5-year planning consent has recently been extended.

3.3 Access, bicycle spaces, areas and waste



First Floor Plan

3.3.1 Areas

Proposed use	Area
UBCO	29.7 sqm
REEF Kitchens	3x 14.7sqm = 44.1 sqm
Wendy's	44.6 sqm
Crate to Plate	2x 29.7 sqm = 59.4 sqm
Retail Space	26.5 sqm
Rest Area (toilets, changing rooms, kitchenette and seating)	46.6 sqm

3.3.2 Bicycle spaces

Cycle parking will be provided in front of the UBCO unit; a total of 6 Sheffield stands are proposed, offering cycle parking for 12 bicycles. The Sheffield stands have been spaced 1.8m centre to centre to allow tricycles and larger bicycles to utilise the stands. More information on this can be found in the transport consultant's report.

3.3.3 Access

Access to the site continues through the front gate. Deliveries to the site have been taken into account. For more details on this, please refer to the transport consultant's report.

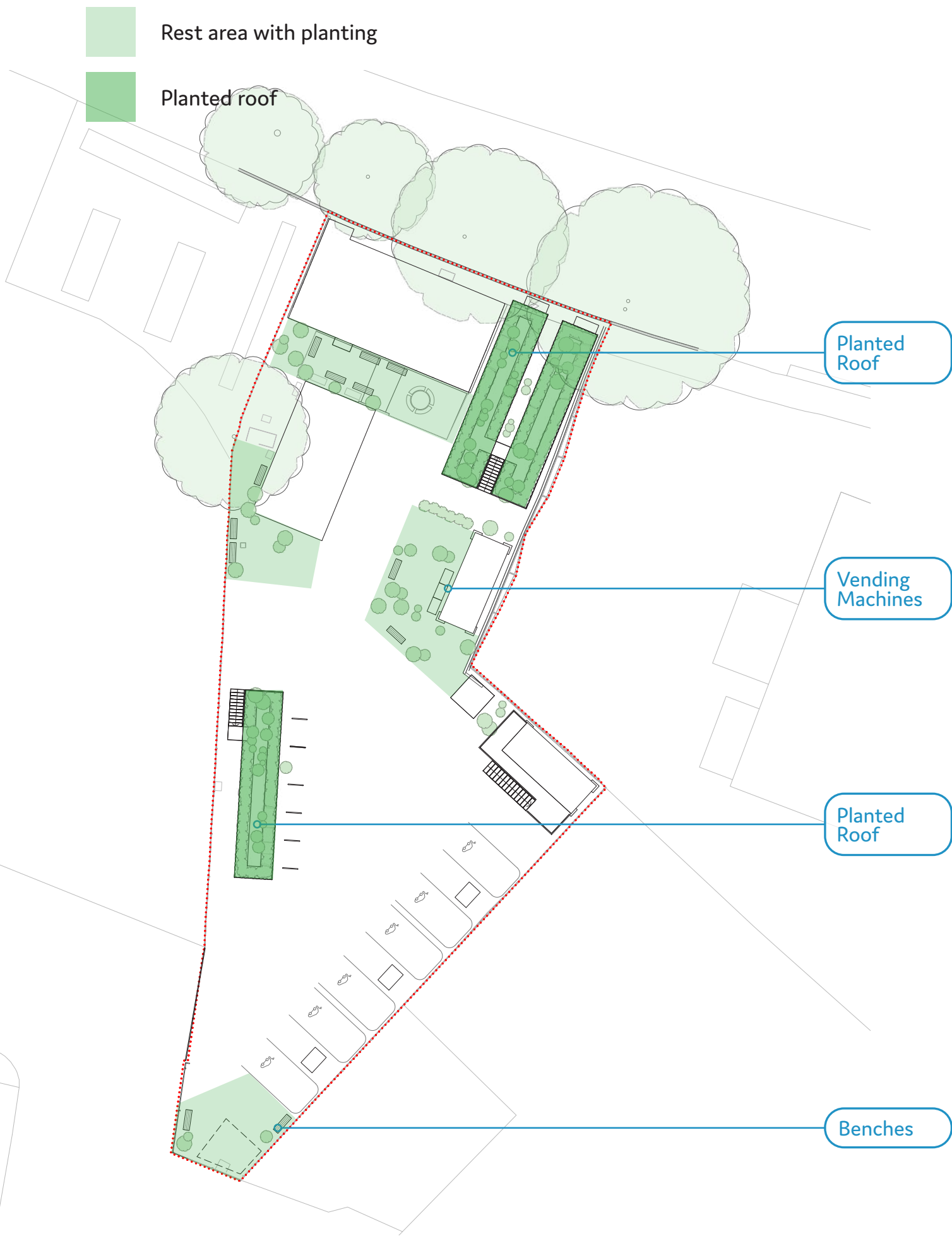
3.3.4 Waste

Waste is currently and will continue to be collected 7 days a week. The bin store is to be located to the south of the site, close to the entrance, and will contain 3 waste bins and 1 recycling bin.

3.4 Vegetation

3.4.1 Where possible, vegetation would be added to the site. There is potential to do this with the use of potted plants and planters at ground level and on the roofs of containers.

3.4.2 This would significantly increase the biodiversity of the site.



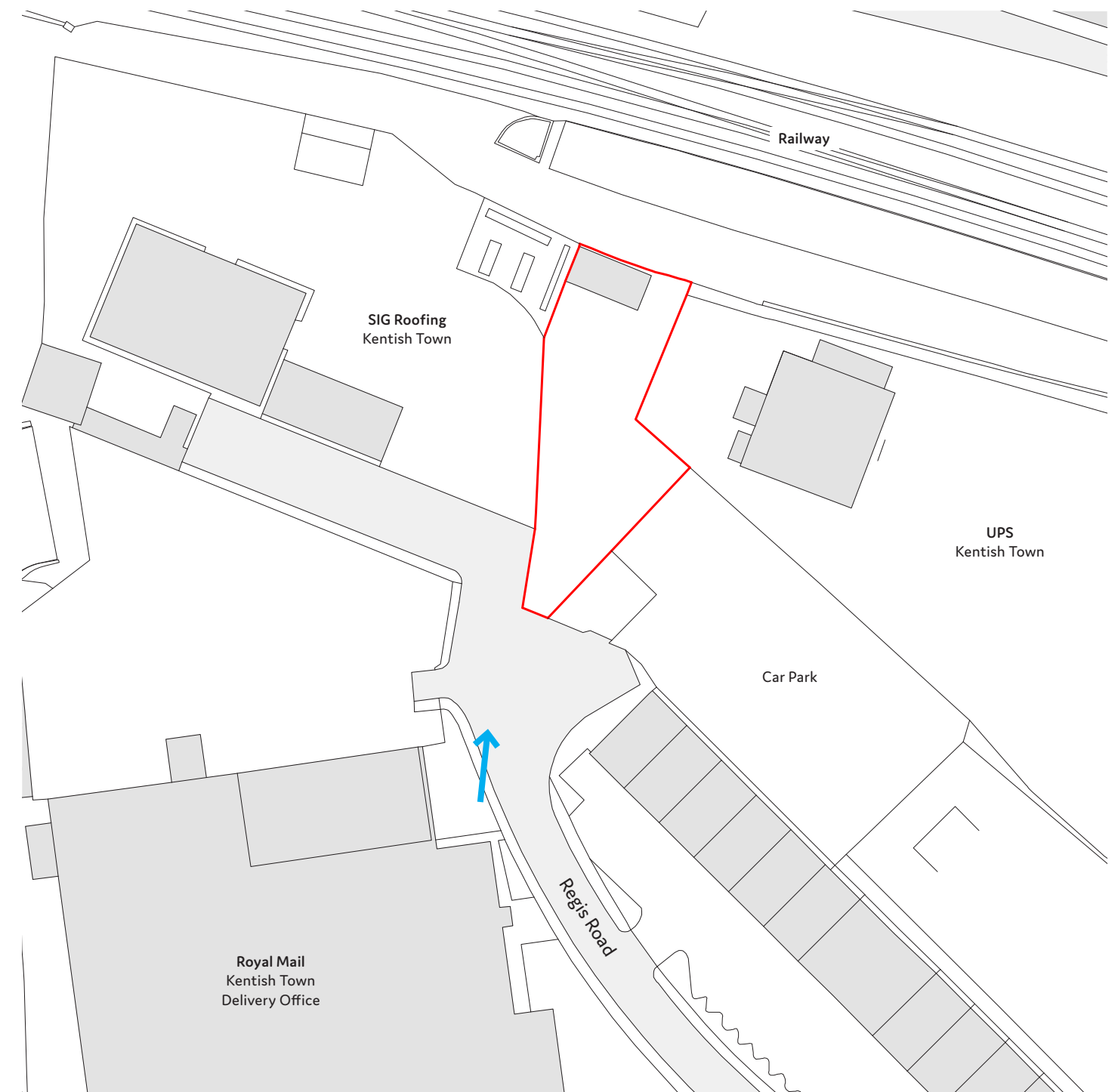
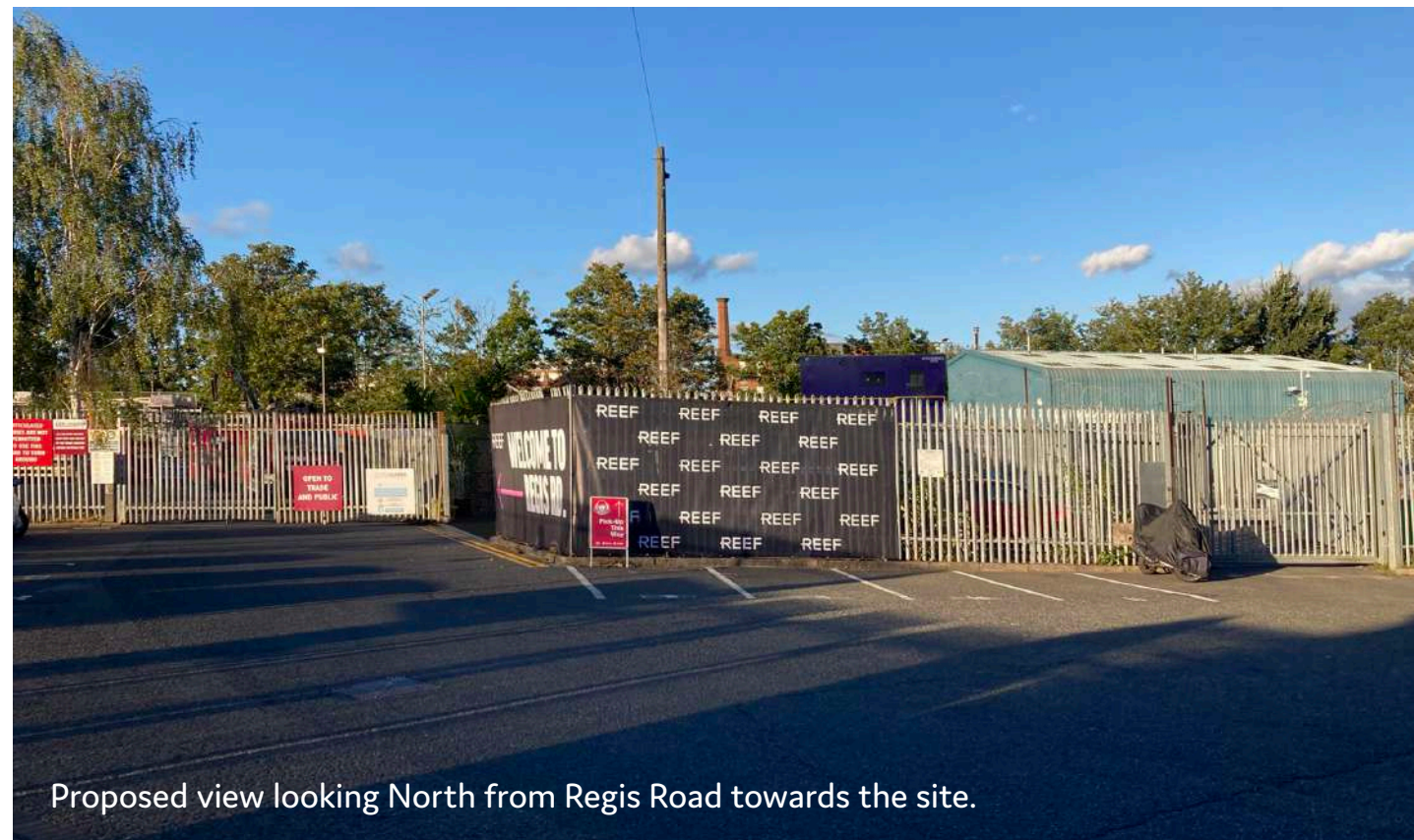
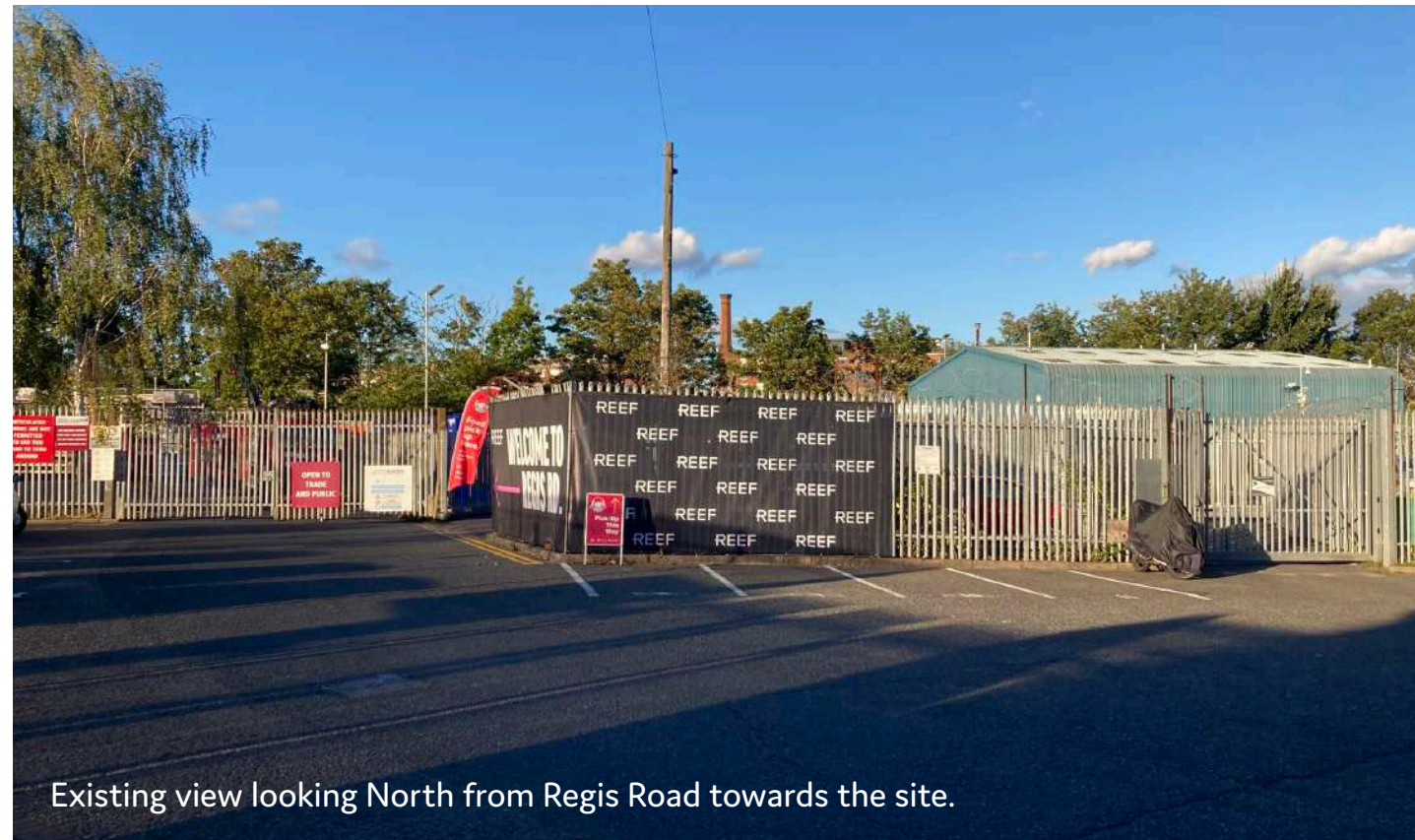
Roof Plan



Planted container roof example

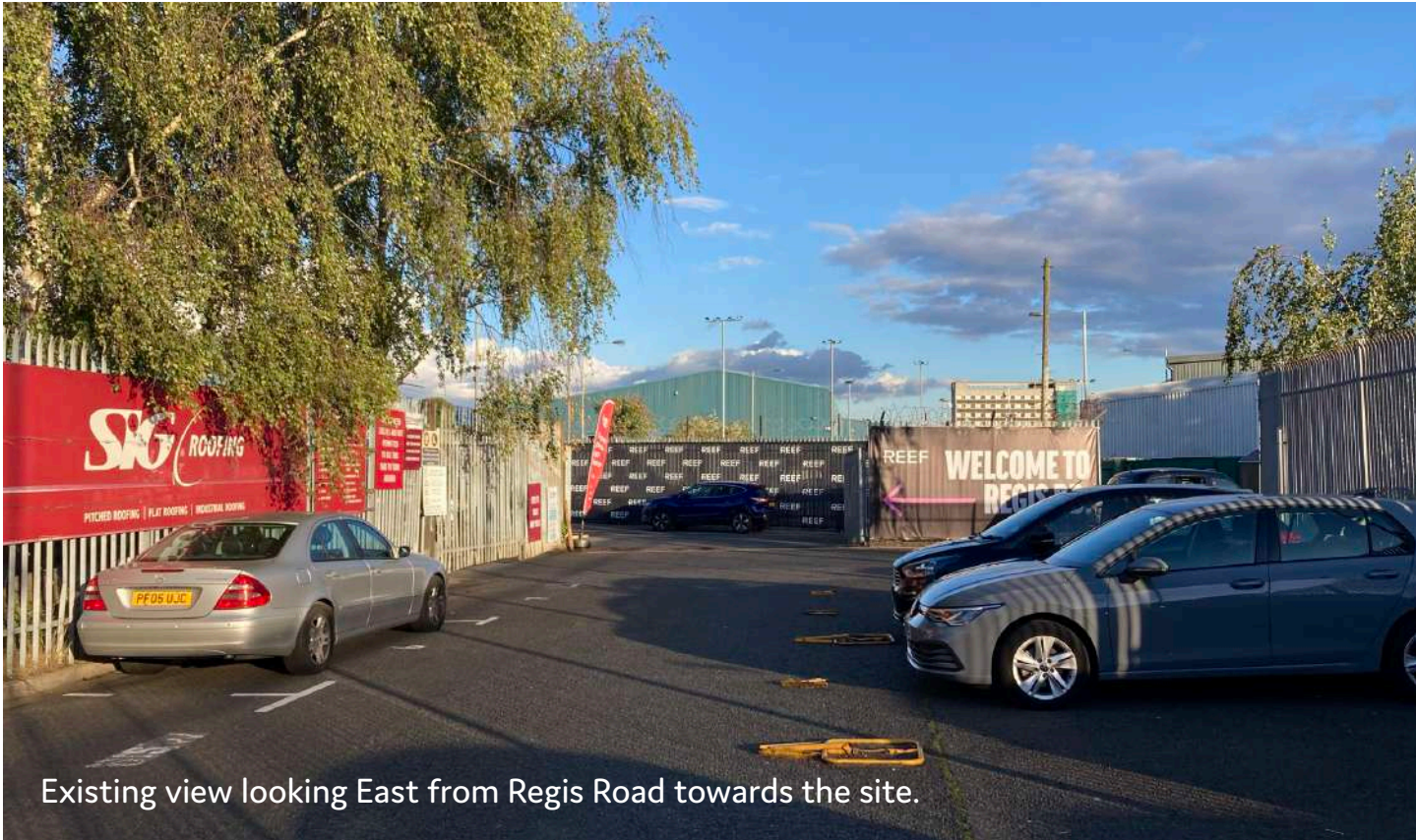
3.5 Views

3.5.1 This shows the view looking North from Regis Road towards the site.

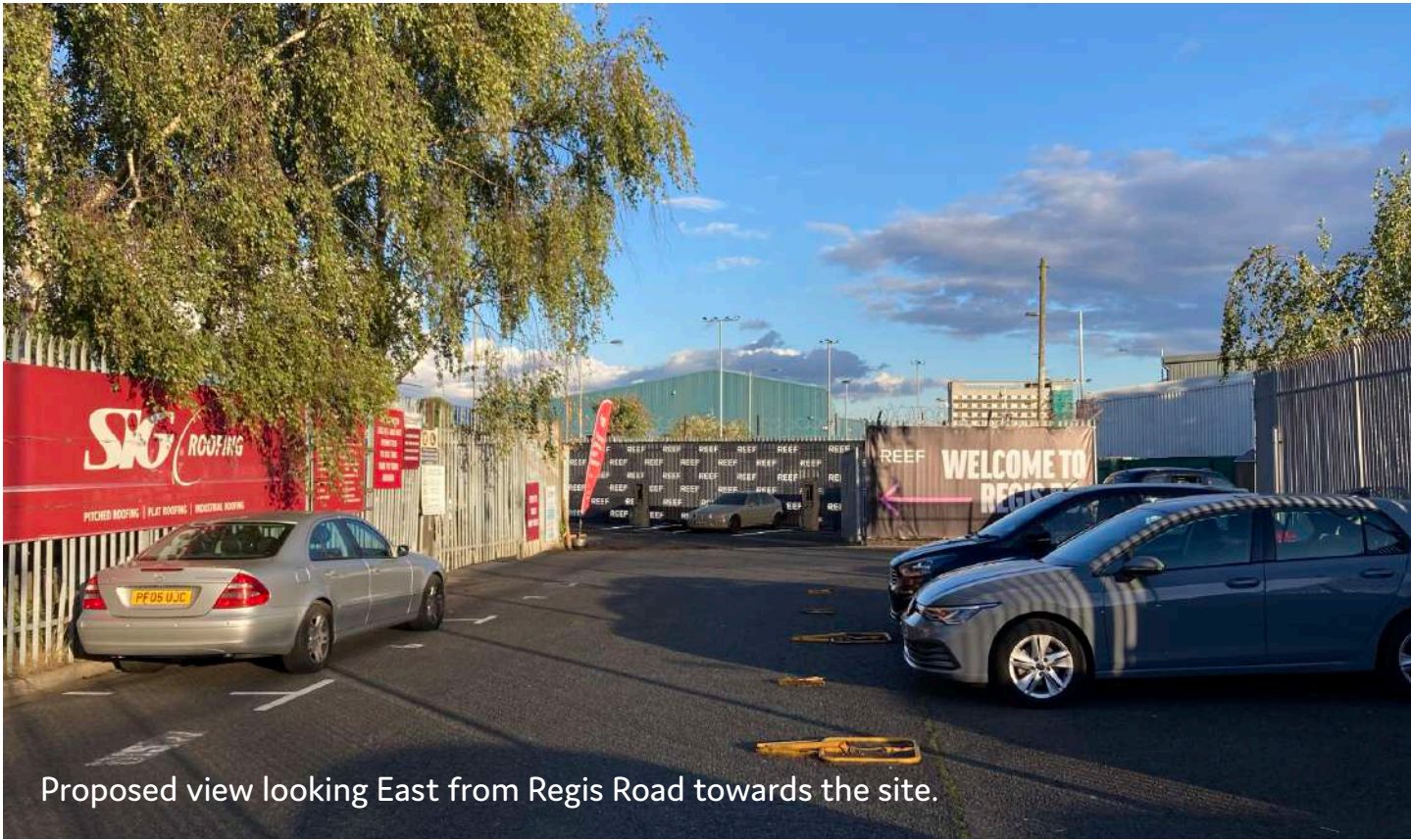


3.5 Views (continued)

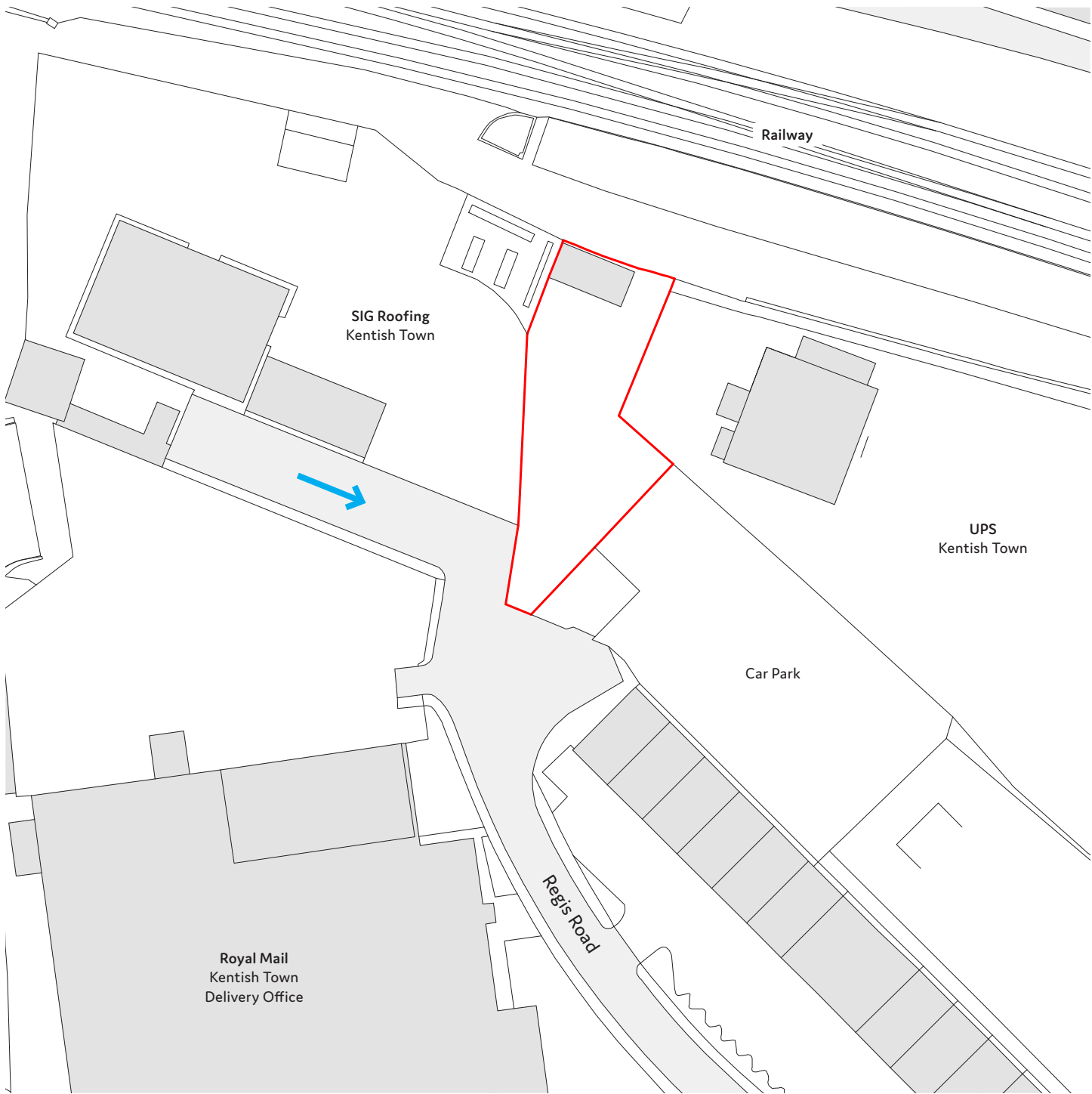
3.5.2 This shows the view looking East from Regis Road towards the site.



Existing view looking East from Regis Road towards the site.



Proposed view looking East from Regis Road towards the site.



3.6 Conclusion

3.6.1 We believe the proposal to be a positive contribution to the area and responsive to policy ambitions of finding innovative uses for sites, regenerating previously developed land, and delivering a use fully appropriate to the surrounding employment/industrial area.

The proposed uses are responsive to climate change, such as Crate to Plate. EV charging points are equally climate-friendly, and are future-proof. Meanwhile, delivery services are an area of tremendous growth and play a significant role in improving local sustainability whilst also creating valuable local employment opportunities.

All these take an unused site, densify its use and create at least 38 new jobs on a location that offers none, while also creating a pleasant location for workers to rest.

3.6.2 Having reviewed relevant policy, understood the opportunities and constraints of the site, and tested the proposals through a thorough design process, we present this report in support of the scheme.

