



13TH  
DECEMBER  
2022

# Planning Statement

163, 183 and 203 Eversholt Street, London, NW1 1BU

Iceni Projects Limited on behalf of  
Akoya Propco 4 Limited

13<sup>th</sup> December 2022

ICENI PROJECTS LIMITED  
ON BEHALF OF AKOYA  
PROPCO 4 LIMITED

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**Planning Statement**  
163, 183 AND 203 EVERSOLT STREET, LONDON,  
NW1 1BU



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# 1. INTRODUCTION

1.1 This Planning Statement is submitted to the London Borough of Camden Council ('the Council') on behalf of Akoya Propco 4 Limited ('the Applicant') in support of an application for full planning permission at 163, 183 and 203 Eversholt Street, London, NW1 1BU ('the Site').

1.2 The application seeks full planning permission, Listed Building Consent and advertisement consent for:

*Replacement building identification signage and installation of up-lighting to flank the three entrances across the ground floor front elevation of 163, 183 and 203 Eversholt Street.*

1.3 This Planning Statement has been prepared by Icen Projects Ltd and provides the planning case in support of the proposed development. It assesses the development in the context of relevant adopted and emerging planning policy and guidance at national, regional and local levels, together with other material considerations.

## **Applicant and Development Vision**

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1.4 Akoya was launched by Brunswick Property Partners in 2019. Akoya is an investor and developer of commercial workspaces in emerging local neighbourhoods in London that attract entrepreneurs and creative industries. Their objective is to create sustainable neighbourhood workspace communities, achieved through the repurposing of existing commercial buildings to meet the increasingly flexible needs of local businesses.

1.5 The proposal is being promoted by the Applicant as part of a strategic approach to deliver a series of sensitive heritage-led interventions and refurbishments to improve the internal and external quality of the collective asset. These interventions are all governed by an overriding objective of delivering sustainability and energy efficiency improvements and creating flexible, adaptable commercial accommodation.

1.6 This application relates to the improvement of efficiency and legibility of each of the three primary building entrances at ground floor level through the installation of external building signage and external lighting. The proposed signage also seeks to create a distinctive brand for the row of three buildings as 'the Eversholt'.

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- 1.7 This application is the first of a series of incoming planning applications to be submitted to realise this vision. These applications and those to follow represent interventions discussed with the Council in August, September and October 2022 via pre-application consultations.

### **The Submission**

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- 1.8 This Planning Statement should be read on conjunction with the other documents submitted in support of this planning application: These documents comprise:
- Planning Application Forms and Certificate of Ownership, prepared by Icen Projects
  - CIL Form, prepared by Icen Projects
  - Planning Statement, prepared by Icen Projects
  - Heritage Statement, prepared by Icen Projects
  - Proposed and Existing Floorplans, Elevations and Sections, prepared by Anomaly
  - Design and Access Statement, prepared by Anomaly

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## 2. THE SITE AND RELEVANT PLANNING HISTORY

- 2.1 163, 183 and 203 Eversholt Street, is situated within the London Borough of Camden, and directly adjoins Euston Station which is located to the south west of the Site.
- 2.2 The Site is formed of three classically composed buildings established as a terraced row along Eversholt Street, with a post-modern façade to the rear of the Site. As existing, 163 and 183 Eversholt Street are 4 storeys tall with 203 extending to 5 storeys. A basement runs below the majority of the terrace alongside a lightwell.
- 2.3 The first evidence of the construction of buildings in their present form on Eversholt Street is through historic mapping of 1896 where the Site is identified as the Railway Clearing House. Various extensions and alterations to the Site have taken place over the years, with further information detailed within the submitted Heritage Statement. Due to the significant historic precedent of the three buildings the Site has a Grade II Listing designated by Historic England.
- 2.4 The Site is surrounded by a mixture of historic and modern development. Directly opposite the Site to the east, beyond Eversholt Street, are a number of three storey terraced dwellings, hosting a mixture of commercial and residential uses, all of which are Locally Listed. Further east are residential flat buildings, some of which are locally listed. To the north are modern residential flat buildings alongside residential dwellings of Grade II Listing. To the west sits further modern flatted development with Euston Station to the south-west.
- 2.5 The Site is located in Flood Zone 1, the lowest probability of flood risk. The Site has a PTAL rating 6a, which demonstrates that the Site has excellent access to public transport.

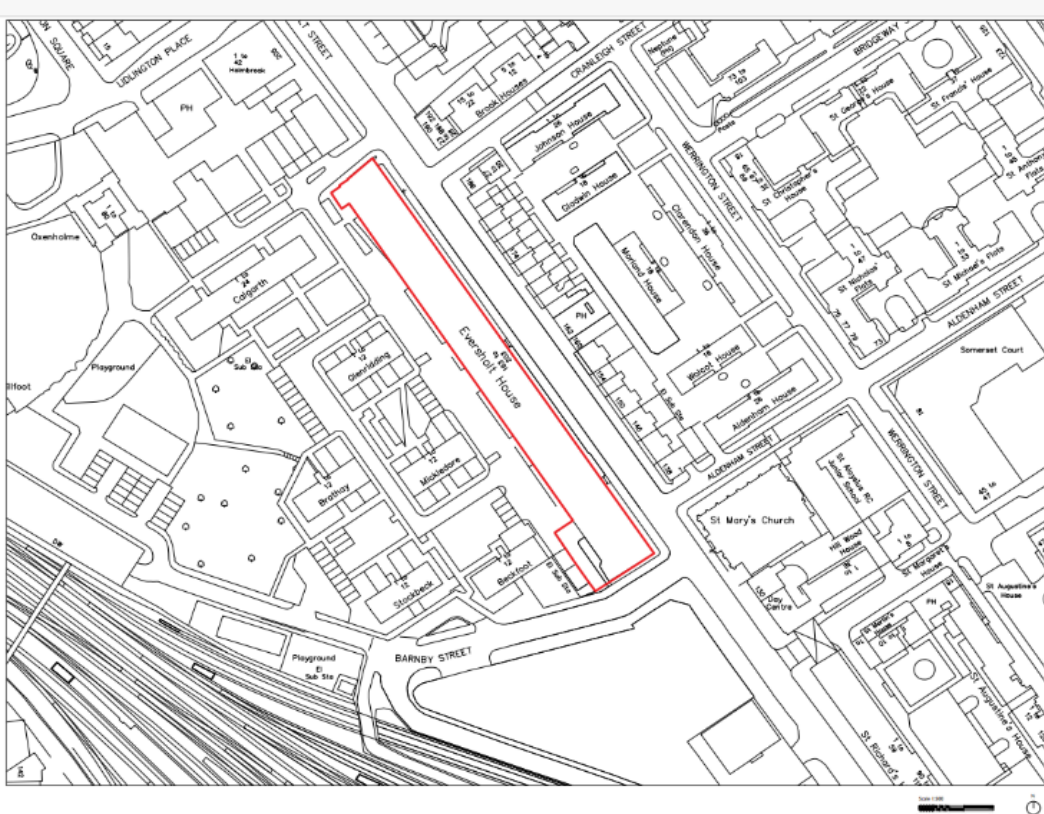


Figure 1. Site Plan

## Euston Area Action Plan

- 2.6 The Euston Area Plan is a joint supplementary planning document, jointly developed by Camden Council and the GLA, adopted in 2015. The Plan aims to rejuvenate Euston and the surrounding area, providing new homes, businesses, commercial development and public realm. Key to the Plan is the redevelopment of Euston Station encouraging new pedestrian and cycle routes improving the connectivity to and from the station.
- 2.7 Eversholt Street is situated to the north-east of the Euston Area Plan boundary. Key east – west and north – south links are proposed to cross the southern section of Eversholt Street, with station entrances located adjacent to Phoenix Road and Doric Way.
- 2.8 The refurbishment of the 163, 183 and 203 Eversholt Street would play an important role in the rejuvenation of Euston, forming a key historic and notable development along Eversholt Street and the proposed links that sit across it. In addition, the refurbishment would allow for enhanced commercial activity, enhancing the areas role within the wider city.

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## Relevant Planning History

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- 2.9 Due to the age of the Site there is a substantial amount of planning history relating to 163, 183 and 203 Eversholt Street.
- 2.10 The planning history below establishes that the Site has been subject to a number of heritage sensitive alterations over a number of years. This includes alterations to existing windows (LPA Ref: 2017/3600/L) which was granted permission under the previous owner of the Site as part of previous thermal improvements and refurbishment on Site.

Reference	Address	Date	Description	Decision
8802288	163, 183 and 203 Eversholt Steet (formerly known as 'Eversholt House').	27 <sup>th</sup> April 1989	Redevelopment of the rear section of Eversholt House, Eversholt Street NW1 by the erection of a building comprising a basement ground first and second floors together with mezzanines at first and second floor levels and the erection of an additional mansard floor all to be used in connection with the retained parts of the building for B1 purposes together with a basement car-park reached via a ramp to the rear with access via Barnby Street as shown in drawings.	Approved
2004/4231/L	163 Eversholt Street	3 <sup>rd</sup> December 2004	Installation of internal mezzanine floor structure above ancillary accommodation to create additional office floor space.	LBC Approved
2008/4102/L	163 Eversholt	13 <sup>th</sup> November 2008	Internal refurbishment of the ground and third floors, including new mezzanine floor above ground floor level.	LBC Approved



Reference	Address	Date	Description	Decision
2016/0533/L	163, 183 and 203 Eversholt Steet	1 <sup>st</sup> April 2016	Internal refurbishment to the 3 x reception areas of 163, 183 and 203 Eversholt St.	LBC Approved
2016/0566/L	203 Eversholt Street	15 <sup>th</sup> April 2016	Refurbishment of internal first floor office space including addition of new mezzanine floor.	LBC Approved
2017/3600/L	203 Eversholt Street	18 <sup>th</sup> September 2017	Refurbishment of 2nd floor office space including addition of new mezzanine floor and alterations to window openings in rear elevation.	LBC Approved
2020/3261/P	163 Eversholt Street	27 <sup>th</sup> November 2020	Refurbishment of ground floor office including the addition of new mezzanine floor space and new air handling unit at basement level.	Approved

### Pre-Application Consultation

- 2.56 The Applicant has engaged with Camden Council during a pre-application phase of work relating to a series of strategic interventions to the Site.
- 2.57 This included a pre-application meeting with the Camden Council Planning and Conservation Officers on 25/08/22. Written advice was received on 25/11/2022.
- 2.58 These pre-application discussions saw the Proposal receive the following feedback:
- Signage should be kept to a minimum to ensure the decorative entrances are the focal point of the elevations and are not cluttered by additional signage.
  - The building could benefit from discreet external lighting. However, any light fittings should be discreetly located so they have limited visibility or are completely screened from public view. Further details of the proposed lighting strategy requested are now brought forward as part of these proposals

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2.59 The Applicant and design team have subsequently refined the proposal following this advice ahead of this planning application submission. Further details are set out in the Design and Access Statement, prepared by Anomaly, submitted alongside this application.

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### 3. THE PROPOSED DEVELOPMENT

- 3.1 The proposal seeks to deliver a range of sensitive improvements to the external signage and lighting of the three primary building entrances to align with the wholesale improvement to the Site sought by separate applications. These interventions are driven by the overall objective to improve the legibility and wayfinding presented by the currently under articulated street elevation. It would additionally act to enhance the safety and security of the three primary entrances where there is at present limited active frontage.
- 3.2 Specifically, the application seeks full planning permission, listed building consent, and advertisement consent for the following works:
- Introduction of recessed up-lighting below street level either side of the three primary entrances.
  - Replacement brass building identification signage to either side of three primary entrances with additional brass signage building management signage to flanking railings.
  - The building identification signage content would include street numbering, and identifies the building as 'the Eversholt'
- 3.3 The enhancements have been informed by a study of the surrounding area, taking cues from the existing high quality architectural detailing around these entrances, seeking to sensitively highlight existing components of the building for improved and consistent wayfinding.
- 3.4 No original building materials or heritage fabric would be lost or replaced as part of the lighting or signage strategy.
- 3.5 The proposals relate to signage and lighting only, and do not seek to change the existing GIA of the Site. Nor do they seek to change the Site's existing use.

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## 4. PLANNING POLICY CONSIDERATIONS

4.1 This section of the Planning Statement defines the Development Plan and assesses the proposed development against the relevant adopted and emerging planning policy and guidance at national, regional and local level.

### **The Development Plan**

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4.2 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the Development Plan unless material considerations indicate otherwise.

4.3 The statutory development plan for the proposed development consists of:

- The London Plan (2021)
- Camden Local Plan (2017)

4.4 The updated National Planning Policy Framework (NPPF) was published in February 2021 and sets out the Government's economic, environmental, and social planning policies. The NPPF outlines a presumption in favour of sustainable development as being at the heart of the planning system.

4.5 The National Planning Policy Guidance (NPPG) is a web-based resource that was published on 6 March 2014 and provides information and guidance on planning. The NPPF and NPPG form material considerations in the determination of the application.

4.6 In addition, the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) places a duty on decision makers to have special regard to the desirability of preserving heritage assets, including conservation areas as a whole

4.7 An assessment of the key planning considerations for the proposed development is provided below.

### **The London Plan (2021)**

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4.8 London Plan Policies were adopted in March 2021. The relevant policies are listed below and expanded upon in the subsequent sections:

- Policy D4: Delivering good design
- Policy HC1: Heritage conservation and growth

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## **Camden Local Plan (2017)**

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4.9 Local Plan Policies were adopted in July 2018. The relevant policies are listed below and expanded upon in the subsequent sections:

- Policy E1: Economic Development
- Policy D1: Design
- Policy D2: Heritage
- Policy D4: Advertisements

### **Principle of Development**

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4.10 The existing use of the Site is Class E, with 163, 183 and 203 being used for commercial purposes. The alterations to the exterior do not affect the commercial operation and they would reinforce the retention and provision of modern, heritage sensitive commercial use.

4.11 The Site is identified within the Local Plan 2017 as being located within the Central London Area and Camden Knowledge Quarter Innovation District, which promotes development to deliver high quality accommodation for desirable employment uses. The proposal is part of a strategic approach to deliver a series of sensitive heritage-led interventions and refurbishments to improve the internal and external quality of the collective asset.

4.12 Overall, the proposal is considered to accord with relevant policies within the Local Plan 2017 in that it would enhance the legibility and wayfinding of each of the three primary building entrances at ground floor level to an existing employment generating asset within the Central London Area.

### **Design and Heritage**

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4.13 Policy D1 of the adopted Local Plan requires development to preserve or enhance heritage assets, comprising details and materials of high quality that complements local character while also improving movement around a site with easily recognisable routes that contribute positively to the street scene. London Plan Policy HC1 echoes such calls for alterations to heritage assets to be of high quality that actively contribute to the character of their setting.

4.14 The Proposal seeks to deliver a sensitive improvement to the existing primary building entrances through a combination of improved and consistent building identification signage and lighting. This would improve the efficiency and legibility of these primary building entrances, whilst improving the wayfinding of the overall asset.

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- 4.15 The proposed building identification signage has been designed to be compatible with the character and architectural theme of the existing heritage listed building. It would be constructed of a high quality and the proposed bronze finishes would sit comfortably in the context of the architectural features of this listed building. The proposed recessed up-lighting also serves to sensitively emphasise the importance of this significant heritage asset. The signage is considered to be of high quality, coherent to the historic building in detail and form and thus conforming to Policy D4 of the Local Plan.

No change of use, extension or demolition is proposed to this listed building no harm is sought to the existing heritage fabric through these subtle improvements to the special architectural character of the building. In this sense the modest proposals conform with Policy D2 of the Local Plan.

#### **Relationship with neighbouring properties**

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- 4.16 Policy A1 of the Local Plan 2017 seeks to protect the quality of life of occupiers and neighbours of new development. It seeks to ensure that the amenity of communities, neighbours and occupiers is protected in terms of visual privacy, outlook, daylight, noise, artificial light, and noise
- 4.17 The proposed external lighting would be recessed below street level and oriented toward the building to minimise light spill to adjoining residential properties along Eversholt Street. The proposed signage is modest in both size and style and would result in a reduction of total signage from the existing, as such this would result in a less intrusive presentation to neighbouring properties.

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## 5. CONCLUSION

- 5.1 This Planning Statement has been prepared on behalf of Akoya Propco 4 Limited in support of a planning application for full planning permission, listed building consent, and advertisement consent at 163, 183 and 203 Eversholt Street, London, NW1 1BU for:

*Replacement building identification signage and installation of up-lighting to flank the three entrances across the ground floor front elevation of 163, 183 and 203 Eversholt Street.*

- 5.2 The proposal seeks to deliver a range of sensitive improvements to the external signage and lighting of the three primary building entrances to align with the wholesale improvement to the Site sought by separate applications. These interventions are driven by the overall objective to improve the legibility and wayfinding presented by the currently under articulated street elevation. It would additionally act to enhance the safety and security of the three primary entrances where there is at present limited active frontage.
- 5.3 The proposal seeks to deliver subtle exterior lighting and high-quality building identification signage to this listed building, ensuring that the character of the building and its relationship to the street scene are not only maintained but enhanced.
- 5.4 Overall, the proposal is considered to constitute a sustainable development that complies with the relevant policies of the development plan and would deliver a significant number of planning benefits. It is therefore considered that the development should be supported, and planning permission and advertisement consent be granted subject to relevant and appropriate conditions.