



13<sup>th</sup> June 2024

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**Camden Council  
Planning Development Control  
Camden Council  
Camden Town Hall  
London WC1H 8ND**

**Our Ref: A02544**

**Your Ref: 2020/2878/P**

**PINs Ref: APP/X5210/W/21/3269495**

Dear Sir/Madam,

**Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements)  
(England) Regulations 2007**

**Property Address: Euston LUL Vent Shaft Euston Road and Gower Street  
London NW1 1HS**

**Proposal: Renewal of Planning Permission for the Erection of a Steel  
Envelope on to the Existing Concrete Vent Shaft**

Please find enclosed an application for the renewal of planning permission for the at the above development.

The application site is the concrete vent shaft located to the south side of Euston Road between Tottenham Court Road and Gower Street. The land has a recent history of applications for planning permission and advertisement consent. The most recent proposal was granted in 2020 consent was granted in October 2021 under Council references **2020/2878/P** & **2020/3341/A**, Planning Inspectorate references **APP/X5210/W/21/3269495** & **APP/X5210/H/21/3269482** for the erection of steel envelope (cladding) on steel frame fixed onto the existing concrete vent shaft (sui generis) and for the display of an internally illuminated LED digital advertising board on the west elevation of a steel frame fixed to the existing concrete vent shaft.<sup>1</sup>

The advertisement consent expires in October 2026, whereas the planning permission is subject to a three-year implementation period which expires in October this year. The development has not commenced to date due to delays in

**<sup>1</sup> Appendix A Appeal Decision**

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negotiations with our client LUL/TfL and in part due to supply side delays and a slow recovery of the market following the covid 19 pandemic. As the consent period is due to expire later this year and requires the discharge of a number of conditions prior to commencement, this application is to renew the planning permission for a further three years. In all respects the proposal remains the same as permitted in 2020 and the local areas has not materially altered in the intervening years to now render the scheme unacceptable.

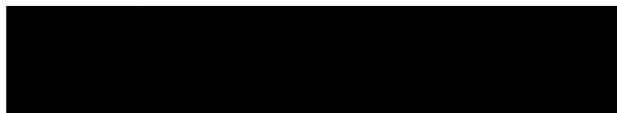
The application site does not lie within a conservation area nor is it close to heritage assets to impact setting. The site adjoins one of the busiest arterial traffic corridors in London and as such is heavily trafficked throughout the day and well lit. I enclose the approved documents and covering letter from the 2020 applications, together with the appeal decision stated above. The proposal development would be consistent with both national and local policies and the development, as stated by the Appeal Inspector, would

*"Its proposed design, which is considered to be of a high quality, and use of materials, which are sympathetic to the palette of materials seen throughout the immediate area, ensures that it would assimilate well into the existing urban landscape of tall modern looking buildings constructed of modern materials...When viewed in both short and long views, the proposal would be seen against the backdrop of a modern city centre with towering buildings of modern construction. Thus, ensuring its design, materials, scale and mass, respects the local context and its character, thus making a positive contribution to the area"*

In summary the proposal continues to be an appropriate development that will improve the character and appearance of the site. The proposed outer cladding of the utilitarian vent shaft structure will be a positive improvement in visual amenity terms.

Please contact me if you require any further information regarding the proposal or to discuss the policy issues involved in this application.

Yours sincerely,



**Martin Stephens**  
**Director of Planning**

