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Dear Sirs,

TOWN AND COUNTRY PLANNING ACT 1990

Application for works to the ground floor entrance to the building, to include the construction of a new entrance portico, wheelchair lift access, and the replacement of the canopy to the east elevation entrance and a freestanding illuminated sign at 1 Eversholt Street, London, NW1 2FL.

On behalf of our client Euston Estates, please find enclosed an application seeking planning permission and advertisement consent for 1 Eversholt Street. The building currently has two entrances, one on the station side to the north and on onto Eversholt Street to the east.

The proposal is for the reconfiguration of the north entrance to include a new portico and includes a new platform wheelchair lift and the installation of a new metal framed glazed automatic entrance doors. The proposal will also see the replace of the canopy sign and free standing illuminated sign to the east.

Accordingly we have submitted copies of the documentation below via the planning portal:

- Completed application form;
- Site Location plan;
- Existing elevations, floorplans and section drawings;
- Proposed elevations, floorplans and section drawings and;
- Design and access statement.

A cheque to cover the fee of £305 will be sent under a different covering letter.

Application Site and Surroundings

This site is located at 1 Eversholt Street, Euston, Central London. The site is currently occupied by a 12 storey office building with an east facing reception fronting onto Eversholt Street. There is an additional secondary reception on the north of the application site.

To the immediate north of the site is Euston Station and the adjacent area is predominately in commercial uses, with significant public realm,

Planning History

The planning history for this site is outlined below

- **AS9804682** Advertisement consent granted on 22-07-1998 for display of internally illuminated (back-lit) advertisement signs, and refurbishment of the existing canopy.
- **PS9804639** Full Planning Permission granted on 14-07-1998 for refurbishment of existing reception area and installation of disabled access lift to north entry stairs.

Proposal

The proposal aims to improve both existing entrances by improving visibility and access arrangements to the building.

The first element of the proposal is to add a new portico to the north elevation entrance that fills the whole width of the existing landing. Please refer to plan referenced *163 EVS (GA) 11, 163 EVS (GA) 20, 163 EVS (GA) 12*.

The proposed dimensions of the portico is 5740mm x 5100mm and therefore measures 27.8 sqm GEA. Included in the proposal are two sets of automatic sliding doors to improve access.

It is proposed to clad the portico in dark corian cladding to complement the existing granite cladding to the tower above. Full-height glazing is to be installed to the rear of the portico to maintain views through and minimise the impact of the new extension. The portico will be infilled with new stainless-steel effect aluminium-framed automatic sliding doors to improve access to the building.

The portico will have a flat roof which will be dark grey with single-ply membrane and zinc up stand which will not be visible from ground floor.

New signage will also be incorporated into the head of the portico to tie in with similar signage across the building site and will read 'oneversholtst' in grey, white and green lettering.

It is proposed that the existing staircase up from Station Square to the north is to be cut back and narrowed in width to allow installation of a full wheelchair platform lift. This will replace the existing stair lift which is not suitable for disabled users. Please refer to plan referenced *163 EVS (GA) 01*.

In addition the proposal includes changes to two existing signs on east entrance of the application site. It is proposed that new signage be incorporated into the existing canopy on the east elevation. This will involve recladding the canopy in black PPC aluminium panels, and will read 'oneversholtst' in grey, white and green lettering. This sign measures 8800mm x 1000mm.

It is also proposed to rebrand the existing freestanding illuminated sign located at the east entrance. This sign measures 2890mm x 700mm. As with the other signage the proposal will read 'oneversholtst' in grey, white and green lettering. This will give the elevations a more unified appearance with more discrete signage.

Planning Policy Context

This section sets out the planning policy context in which this full application with advertisement consent falls and considers policies at both national and local level. In doing so, it demonstrates the planning policy rationale for the proposals.

National Planning Policy Framework (NPPF) (March 2012)

The key message running through the NPPF is that the "presumption in favour of sustainable development". This should be applied by local planning authorities when assessing and determining planning applications.

The NPPF's core land-use planning principles include proactively driving and supporting sustainable economic development, which encourages the effective use of land by reusing land; and actively managing patterns of growth making the fullest possible use of public transport.

Paragraph 58 of the NPPF aims to ensure that developments create safe and accessible environments and establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit.

At a national level policy controlling advertisements is provided by the NPPF. Paragraph 67 states that control over advertisements should be exercised only in the interests of visual amenity and public safety, taking account of cumulative impacts.

Local Planning Context

The Site is located within the administrative area of Camden Borough Council. The Statutory Development Plan for the Site currently comprises:

- Adopted Core Strategy, 2010
- Adopted Development Policies, 2010

The main policies that apply to the proposal are detailed below:

Policy DP24 - Securing high quality design

Policy DP24 sets out a detailed approach to the design of buildings. These principles will ensure that all parts of Camden's environment are designed to the highest possible standards and will be expected to consider:-

- a) Character, setting, context and the form and scale of neighbouring buildings;
- b) The character and proportions of the existing building, where alterations and extensions are proposed;
- c) The quality of materials to be used;
- d) The provision of visually interesting frontages at street level;
- e) Accessibility

Policy D24 states that Camden has a unique and rich built environment with many areas with their own distinct character, created by a variety of elements including building style and layout, history and mix of uses. Under Policy D24 alterations and extensions have a duty to respect these areas and buildings and, where possible, enhance them.

Policy DP29 - Improving access

The Council will seek to promote fair access and remove the barriers that prevent people from accessing facilities.

Therefore it is required that all buildings and places meet the highest practicable standards of access and inclusion.

Policy CS1 - Distribution of growth

The Council will promote the most efficient use of land and buildings in Camden by seeking development that makes full use of its site.

Policy CS1 aims to promote the successful redevelopment and regeneration of Euston in a way that also delivers economic, social and physical benefits to surrounding communities.

Policy CS9 - Achieving success in central London

Policy CS9 seeks to ensure that development in Central London, in the growth areas such as Euston contributes to London's economic, social and cultural role while meeting the needs of local

residents and respecting their quality of life. Policy CS9 aims to promote and improve the quality of the area's streets and places, the connections between them and the ease of movement into, and through, the area.

Planning Considerations

Portico extension and platform wheelchair lift.

The proposal is considerably designed to fit in with the character and context of the existing building and the surrounding buildings by using high quality materials which are of the same colour palette. The portico extension measures 23.6sqm GIA (27.8sqm GEA) in size and therefore has minimal impact on the local vicinity. Therefore the proposal is compliant with Policy D24.

As per policy set out in the NPPF and Policy CS9, it is required that all buildings and places meet the highest practicable standards of access and inclusion. The proposal increases accessibility to the building alongside improving the quality of the area, and is therefore compliant with the requirements of the NPPF, Policy DP29 and Policy CS9.

The proposal to improve the signage across the site is in compliance with Policy D24 as it will improve the frontage of the application site and provides a more visually interesting outlook.

Advertising

The proposed signage is sensitively designed within the context of the application site. The proposal seeks to unify the application site's branding and improve it aesthetically and to identify 'oneversholtst' as the address of the building. It will therefore improve the frontage of the building in compliance with Policy D24.

Equally the proposal will have no negative impact to public safety, it is discrete in appearance and will not negatively affect public amenity and therefore complies with the **NPPF**.

Conclusions

This planning statement justifies the proposed works to the north entrance to include a portico and the installation of a wheelchair platform lift. Additionally the proposal includes rebranding of the existing canopy sign and freestanding illuminated sign.

This proposal is in line with national and Council policy and is not considered to have a detrimental impact on the amenity of the neighbouring occupiers and improves the accessibility to the building.

From the justification put forward there are no sound reasons not to grant planning permission and advertisement consent for the proposed improvements.

We trust you have everything required to process and validate this application and we look forward to receiving confirmation that this application has been validated. If you should require anything further please do not hesitate to contact me on the details below

Yours sincerely,



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