

PLANNING STATEMENT

291 GRAYS INN ROAD, WC1X 8QJ

Proposed roof light to front ground floor, projecting sign, fascia sign, alterations to forecourt and reinstatement of glazed shopfront. Change of use from B1 to A1/A2/D1 (ground/basement floors)



April 2015

ALSOP VERRILL LTD

291 GRAYS INN ROAD, WC1X 8QJ

Proposed roof light to front ground floor, projecting sign, fascia sign, alterations to forecourt and reinstatement of glazed shopfront. Change of use from B1 to A1/A2/D1 (ground/basement floors)

PLANNING STATEMENT**1.0 INTRODUCTION**

- 1.1 This statement has been produced to support a planning application in respect of 291 Grays Inn Road, London, WC1X 8QJ for;
- i. the addition of a roof light to the front ground floor, projecting sign, fascia sign, alterations to forecourt and the reinstatement of glazed shopfront; and
 - ii. change of use from B1 to A1/A2/D1 on the ground and basement floors.
- 1.2 A prospective tenant '*Proman Recruitment*' has been lined up to occupy the ground and basement floors. Proman Recruitment is a family business founded in Manosque, France in 1990. The Group is now the fifth largest recruitment agency in France, with a network of 250 branches across the country. This will be its first branch outside France.
- 1.3 This Statement sets out how the planning proposal is compliant with current planning policy and delivers important objectives for sustainable planning and development.

2.0 APPLICATION PROPERTY, CONTEXT AND ACCESSIBILITY**a. The Application Property**

- 2.1 The application property is located on the west side at the northern end of Grays Inn Road, approximately 150 metres south of King's Cross St Pancras Underground Station (Pentonville Road entrance) and 250m metres south of King's Cross National Rail Station.
- 2.2 The building is composed of five floors (Including the basement). The ground floor is currently open plan and used as a reception space and office with the remaining upper floors divided into large offices. A large open plan basement forms a kitchen and common room area.
- 2.3 The property has been occupied by Media Training Limited between January 2012 and March 2015. Whilst would consider this a D1 use, we believe that planning permission was not sought or obtained to change the use from B1 (a) and thus the lawful use of the building remains B1 (a).

- 2.4 Externally, the property has rusticated stucco with two timber sash windows and a door at ground floor. The upper floors are constructed of London stock, with recessed blind arches at first floor level. The roofline features a non-original steep mansard roof.

b. Context

- 2.5 Grays Inn Road is the principle route connecting the King's Cross and Holborn districts, the road is characterised by 3 storey Victorian terraced properties and is commercial in nature
- 2.6 The application property is located within the designated King's Cross St Pancras Conservation area and the designated Central London Area (Clear Zone Region).

c. Accessibility

- 2.7 The location of the subject property in an area with a PTAL rating of 6b (see Image 1) is highly connected for non-car modes of transport, as the following information attests;

Underground Rail:

- 2.8 King's Cross St Pancras Station is served by the Hammersmith and City, Circle, District, Northern, Piccadilly and Victoria lines and is located approximately 150m from the subject property (Pentonville Road entrance), less than a 5 minute walk.

National Rail:

- 2.9 King's Cross Station is located approximately 250m from the subject property which provides regular East Coast mainline services to Leeds, Newcastle and Edinburgh, and First Capital Connect services to Cambridge.
- 2.10 St Pancras Railway Station is located approximately 300m from the subject property with regular Thameslink services serving the London commuter belt from Bedford to Brighton; Midland Mainline services to Nottingham and Sheffield; and High Speed One services to Kent, Brussels and Paris.

Bus Services:

- 2.11 14 bus routes operating frequently, are identified as stopping within walking distance of the subject property, including those listed below, ensuring exceptional connections to a diverse variety of locations within London.
- 2.12 The following services stop directly outside the property;
17: Archway – London Bridge
46: Lancaster Gate – Barbican (Via Camden, Hampstead and Paddington)
259: Start of route – Edmonton Green.

Cycling

- 2.13 Numerous Santander cycle hire docking stations are located close to the subject property, with the nearest station on St Chad's Street which has capacity for 23 bicycles.

Image 1: PTAL Report

Source: TFL

PTAI Study Report File Summary

PTAI Run Parameters

PTAI Run 20150203112552
 Description 20150203112552
 Run by user PTAL web application
 Date and time 02/03/2015 11:25

Walk File Parameters

Walk File PLSQLTest
 Day of Week M-F
 Time Period AM Peak
 Walk Speed 4.8 kph
 BUS Walk Access Time (mins) 8
 BUS Reliability Factor 2.0
 LU LRT Walk Access Time (mins) 12
 LU LRT Reliability Factor 0.75
 NATIONAL_RAIL Walk Access Time (mins) 12
 NATIONAL_RAIL Reliability Factor 0.75

Coordinates: 530471, 182865

Mode	Stop	Route	Distance (metres)	Frequency (vph)	Weight	Walk time (mins)	SWT (mins)	TAT (mins)	EDF	AI
BUS	G INN RD ROYAL ENT 46 HOSP		57.95	6.0	0.5	0.72	7.0	7.72	3.88	1.94
BUS	G INN RD ROYAL ENT 45 HOSP		57.95	7.5	0.5	0.72	6.0	6.72	4.46	2.23
BUS	G INN RD ROYAL ENT 259 HOSP		57.95	8.0	0.5	0.72	5.75	6.47	4.63	2.32
BUS	G INN RD ROYAL ENT 63 HOSP		57.95	12.0	1.0	0.72	4.5	5.22	5.74	5.74
BUS	G INN RD ROYAL ENT 17 HOSP		57.95	7.5	0.5	0.72	6.0	6.72	4.46	2.23
BUS	KINGS CROSS STATION 73		205.57	18.0	0.5	2.57	3.67	6.24	4.81	2.41
BUS	KINGS CROSS STATION 476		205.57	7.5	0.5	2.57	6.0	8.57	3.5	1.75
BUS	KINGS CROSS STATION 59		205.57	9.0	0.5	2.57	5.33	7.9	3.8	1.9
BUS	KINGS CROSS STATION 10		205.57	10.0	0.5	2.57	5.0	7.57	3.96	1.98
BUS	KINGS CROSS STATION 30		205.57	7.5	0.5	2.57	6.0	8.57	3.5	1.75
BUS	KINGS CROSS STATION 91		205.57	9.0	0.5	2.57	5.33	7.9	3.8	1.9
BUS	KINGS CROSS STATION 390		205.57	8.0	0.5	2.57	5.75	8.32	3.61	1.8
BUS	KINGS CROSS STATION 214		205.57	8.0	0.5	2.57	5.75	8.32	3.61	1.8
BUS	KINGS CROSS STATION 205		205.57	8.0	0.5	2.57	5.75	8.32	3.61	1.8
LU LRT	Kings Cross St.Pancras	Piccadilly Line Ruislip to Amos Grove	272.93	1.3	0.5	3.41	23.83	27.24	1.1	0.55
LU LRT	Kings Cross St.Pancras	Metropolitan Line Watford to Aldgate	272.93	2.3	0.5	3.41	13.79	17.21	1.74	0.87
LU LRT	Kings Cross St.Pancras	Hammersmith and City Hammersmith (H&C Line) to Barking	272.93	6.0	0.5	3.41	5.75	9.16	3.27	1.64
LU LRT	Kings Cross St.Pancras	Piccadilly Line Oakwood to Rayners Lane	272.93	0.7	0.5	3.41	43.61	47.02	0.64	0.32
LU LRT	Kings Cross St.Pancras	Metropolitan Line Uxbridge to Aldgate	272.93	6.3	0.5	3.41	5.51	8.92	3.36	1.68
LU LRT	Kings Cross St.Pancras	Metropolitan Line Aldgate to Wembley Park	272.93	1.0	0.5	3.41	30.75	34.16	0.88	0.44
LU LRT	Kings Cross St.Pancras	Metropolitan Line Amersham to Aldgate	272.93	3.0	0.5	3.41	10.75	14.16	2.12	1.06
LU LRT	Kings Cross St.Pancras	Piccadilly Line Cockfosters to Heathrow Terminal 4	272.93	6.0	0.5	3.41	5.75	9.16	3.27	1.64
LU LRT	Kings Cross St.Pancras	Piccadilly Line Ruislip to Cockfosters	272.93	1.3	0.5	3.41	23.83	27.24	1.1	0.55
LU LRT	Kings Cross St.Pancras	Piccadilly Line Rayners Lane to Cockfosters	272.93	2.7	0.5	3.41	11.86	15.27	1.96	0.98
LU LRT	Kings Cross St.Pancras	Piccadilly Line Oakwood to Uxbridge	272.93	0.7	0.5	3.41	43.61	47.02	0.64	0.32
LU LRT	Kings Cross St.Pancras	Metropolitan Line Croyley to Aldgate	272.93	0.3	0.5	3.41	100.75	104.16	0.29	0.14
LU LRT	Kings Cross St.Pancras	Metropolitan Line Aldgate to Watford	272.93	4.0	0.5	3.41	8.25	11.66	2.57	1.29
LU LRT	Kings Cross St.Pancras	Piccadilly Line Rayners Lane to Amos Grove	272.93	1.3	0.5	3.41	23.83	27.24	1.1	0.55
LU LRT	Kings Cross St.Pancras	Piccadilly Line Amos Grove to Northfields	272.93	2.3	0.5	3.41	13.79	17.21	1.74	0.87
LU LRT	Kings Cross St.Pancras	Victoria Line Brixton to Walthamstow Central	272.93	15.7	1.0	3.41	2.66	6.07	4.94	4.94

LU LRT	Kings Cross St.Pancras	Circle Line Hammersmith (H&C Line) to Edgware Road (Circle Line)	272.93	6.0	0.5	3.41	5.75	9.16	3.27	1.64
LU LRT	Kings Cross St.Pancras	Northern Line Morden to Mill Hill East	272.93	2.7	0.5	3.41	11.86	15.27	1.96	0.98
LU LRT	Kings Cross St.Pancras	Northern Line Edgware to Morden	272.93	9.7	0.5	3.41	3.84	7.25	4.14	2.07
LU LRT	Kings Cross St.Pancras	Metropolitan Line Chesham to Aldgate	272.93	0.7	0.5	3.41	43.61	47.02	0.64	0.32
LU LRT	Kings Cross St.Pancras	Victoria Line Seven Sisters to Brixton	272.93	11.7	0.5	3.41	3.31	6.73	4.46	2.23
LU LRT	Kings Cross St.Pancras	Piccadilly Line Heathrow Terminal 4 to Amos Grove	272.93	2.0	0.5	3.41	15.75	19.16	1.57	0.78
LU LRT	Kings Cross St.Pancras	Piccadilly Line Uxbridge to Cockfosters	272.93	2.7	0.5	3.41	11.86	15.27	1.96	0.98
LU LRT	Kings Cross St.Pancras	Piccadilly Line Cockfosters to Heathrow T5	272.93	6.0	0.5	3.41	5.75	9.16	3.27	1.64
LU LRT	Kings Cross St.Pancras	Northern Line High Barnet to Morden	272.93	9.0	0.5	3.41	4.08	7.49	4.0	2.0
LU LRT	Kings Cross St.Pancras	Piccadilly Line Amos Grove to Uxbridge	272.93	1.3	0.5	3.41	23.83	27.24	1.1	0.55
LU LRT	Kings Cross St.Pancras	Metropolitan Line Aldgate to Harrow-on-the-Hill	272.93	2.3	0.5	3.41	13.79	17.21	1.74	0.87
LU LRT	Kings Cross St.Pancras	Piccadilly Line Oakwood to Ruislip	272.93	0.7	0.5	3.41	43.61	47.02	0.64	0.32
NATIONAL_RAIL	St Pancras Domestic	MOORGATE to LUTON	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	BEDFORD MIDLAND to MOORGATE	421.78	2.6	0.5	5.27	12.29	17.56	1.71	0.85
NATIONAL_RAIL	St Pancras Domestic	ST ALBANS BR to SUTTON (SURREY)	421.78	0.67	0.5	5.27	45.53	50.8	0.59	0.3
NATIONAL_RAIL	St Pancras Domestic	ST ALBANS BR to WEST NORWOOD BR	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	BEDFORD MIDLAND to LONDON BLACKFRIARS	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	DOVER PRIORY to St Pancras Domestic	421.78	1.33	0.5	5.27	23.31	28.58	1.05	0.52
NATIONAL_RAIL	St Pancras Domestic	LUTON to MOORGATE	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	St Pancras Domestic to MARGATE	421.78	1.0	0.5	5.27	30.75	36.02	0.83	0.42
NATIONAL_RAIL	St Pancras Domestic	WIMBLEDON BR to ST ALBANS BR	421.78	1.33	0.5	5.27	23.31	28.58	1.05	0.52
NATIONAL_RAIL	St Pancras Domestic	SELHURST to ST ALBANS BR	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	SUTTON (SURREY) to ST ALBANS BR	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	St Pancras Domestic to FAVERSHAM	421.78	2.0	0.5	5.27	15.75	21.02	1.43	0.71
NATIONAL_RAIL	St Pancras Domestic	Ebbsfleet to St Pancras Domestic	421.78	1.33	0.5	5.27	23.31	28.58	1.05	0.52
NATIONAL_RAIL	St Pancras Domestic	MOORGATE to LUTON	421.78	0.67	0.5	5.27	45.53	50.8	0.59	0.3
NATIONAL_RAIL	St Pancras Domestic	WIMBLEDON BR to LUTON	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	MOORGATE to BEDFORD MIDLAND	421.78	0.6	0.5	5.27	50.75	56.02	0.54	0.27
NATIONAL_RAIL	St Pancras Domestic	WIMBLEDON BR to BEDFORD MIDLAND	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	BEDFORD MIDLAND to MOORGATE	421.78	1.0	0.5	5.27	30.75	36.02	0.83	0.42
NATIONAL_RAIL	St Pancras Domestic	BEDFORD MIDLAND to BRIGHTON	421.78	2.0	0.5	5.27	15.75	21.02	1.43	0.71
NATIONAL_RAIL	St Pancras Domestic	BEDFORD MIDLAND to SUTTON (SURREY)	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	BROADSTAIRS to St Pancras Domestic	421.78	1.0	0.5	5.27	30.75	36.02	0.83	0.42
NATIONAL_RAIL	St Pancras Domestic	MOORGATE to ST ALBANS BR	421.78	1.0	0.5	5.27	30.75	36.02	0.83	0.42
NATIONAL_RAIL	St Pancras Domestic	ST ALBANS BR to MOORGATE	421.78	0.67	0.5	5.27	45.53	50.8	0.59	0.3
NATIONAL_RAIL	St Pancras Domestic	WIMBLEDON BR to BEDFORD MIDLAND	421.78	0.33	0.5	5.27	91.66	96.93	0.31	0.15
NATIONAL_RAIL	St Pancras Domestic	LUTON to MOORGATE	421.78	0.67	0.5	5.27	45.53	50.8	0.59	0.3
NATIONAL_RAIL	LONDON KINGS CROSS BR	WELWYN GARDEN CITY to LONDON KINGS CROSS BR	272.93	0.33	0.5	3.41	91.66	95.07	0.32	0.16
NATIONAL_RAIL	LONDON KINGS CROSS BR	LETCHEWORTH to LONDON KINGS CROSS BR	272.93	0.67	0.5	3.41	45.53	48.94	0.61	0.31
NATIONAL_RAIL	LONDON KINGS CROSS BR	Cambridge to LONDON KINGS CROSS BR	272.93	2.3	1.0	3.41	13.79	17.21	1.74	1.74
NATIONAL_RAIL	LONDON KINGS CROSS BR	WELWYN GARDEN CITY to LONDON KINGS CROSS BR	272.93	0.33	0.5	3.41	91.66	95.07	0.32	0.16
NATIONAL_RAIL	LONDON KINGS CROSS BR	ROYSTON HERTS to LONDON KINGS CROSS BR	272.93	0.33	0.5	3.41	91.66	95.07	0.32	0.16
NATIONAL_RAIL	LONDON KINGS CROSS BR	WELWYN GARDEN CITY to LONDON KINGS CROSS BR	272.93	0.33	0.5	3.41	91.66	95.07	0.32	0.16
NATIONAL_RAIL	LONDON KINGS CROSS BR	LETCHEWORTH to LONDON KINGS CROSS BR	272.93	0.33	0.5	3.41	91.66	95.07	0.32	0.16
NATIONAL_RAIL	LONDON KINGS CROSS BR	LONDON KINGS CROSS BR to Peterborough	272.93	2.0	0.5	3.41	15.75	19.16	1.57	0.78

Total AI for this POI is 75.88.

PTAL Rating is 6b.

d. Flood Risk

- 2.14 The Environment Agency flood risk maps indicates that this location is at no risk of river or sea water flooding.

e. Refuse

- 2.15 No change to the existing refuse arrangements is proposed.

3.0 POLICY GUIDANCE

a. National Planning Guidance:

National Planning Policy Framework, Department of Communities and Local Government

- 3.1 The National Planning Policy Framework ('NPPF') was published in March 2012. It provides substantive guidance for local planning authorities in drawing up plans and as a material consideration in determining applications for planning permission (*paragraphs 13 and 196*). The purpose of the planning system is to contribute to the achievement of sustainable development (*paragraph 6*) and in determining proposals, local planning authorities are required to apply the presumption in favour of sustainable development (*paragraph 197*).
- 3.2 The NPPF seeks to promote the vitality of our urban areas, it exhorts local planning authorities to plan pro-actively to meet the development needs of business and support an economy fit for the 21st century. (*paragraph 20*)
- 3.3 The NPPF aims to promote the use of sustainable transport; the property's proximity to King's Cross St Pancras national and underground rail stations makes it an entirely appropriate location for a use which will involve visitors to the property.

b. Regional Planning Policy Guidance:

The London Plan, Mayor of London, 2011

- 3.4 The London Plan sets out the principal regional strategy for the Greater London area between 2010 and 2031.
- 3.5 The London Plan promotes maximising the potential of buildings and sites that benefit from high levels of public transport accessibility (*paragraph 3.29*). The Subject Property is located within an area with a PTAL rating of 6b, and thus its potential should be maximised, provided that best practice in development management is observed.
- 3.6 In response to the changing nature of the economy and new employment forecasts, the Mayor of London advocates for provision of flexible business space for small and medium enterprises. Additionally, the Mayor promotes maximising the potential of buildings and sites that benefit from high levels of public transport accessibility

- 3.7 Grays Inn Road is located within the Central Activities Zone (CAZ), described by the London Plan as covering London's geographical, economical and administrative core, bringing together the largest concentration of London's financial and globally-orientated business services. The area is home to almost a third of all London's jobs (paragraph 2.44).
- 3.8 Policy 2.10 of the London Plan (2011) sets out the strategic functions for the Central Activities Zone. It States at (g) that development should complement and support the clusters of other strategically important specialised CAZ uses. The use as a recruitment agency will help support many of the professional firms located within the Central Activities Zone.

c. Local Planning Guidance:

Camden Core Strategy

- 3.9 The London Borough of Camden Core Strategy (2010) sets out the key vision for the Borough between 2010 and 2025.
- 3.10 Policy CS1 (Distribution of growth) notes how the Council will promote the most efficient use of land and buildings. The proposal seeks to resist development that makes inefficient use of Camden's limited land and expects a mix of uses in suitable schemes, in particular in the most accessible parts of the Borough.
- 3.11 Policy CS3a (Other highly accessible areas) states that the Council will promote appropriate development, of which we would consider this to be; in the highly accessible areas of Central London, and where the subject property is situated.
- 3.12 Policy CS8e(Promoting a successful and inclusive Camden economy) notes a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises, is expected. The proposal increases the flexibility of employment uses on the site.
- 3.13 While CS8d states proposals should support local enterprise development, employment and training schemes for Camden residents; the prospective tenant as a recruitment agency will encourage and promote employment opportunities for local residents.
- 3.14 Policy CS11k (Promoting sustainable and efficient travel) states that the Council will minimise the provision of private parking in new developments, in particular through car-free developments in the Borough's most accessible locations.

Camden Local Development Framework

- 3.15 The London Borough of Camden development management policies were adopted on November 8th 2010.
- 3.16 Policy DP13 – 'Employment premises and sites' is most relevant. It states;
Where a change of use has been justified to the Council's satisfaction, we will seek to maintain some business use on site, with a higher priority for retaining flexible space that is suitable for a variety of business uses.

- 3.17 The proposal maintains business use on the site. The policy continues;

Where premises or sites are suitable for continued business use, the Council will consider redevelopment proposals for mixed use schemes provided that:

- c) The level of employment floorspace is maintained or increased;*
- e) Premises suitable for new, small or medium enterprises are provided;*

- 3.18 The level of employment floorspace is maintained and the proposal provides accommodation for a new enterprise, this being its first UK office.

- 3.19 Policy DP24 – 'Securing high quality design' also has relevance, stating;

The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments 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;*

- 3.20 The proposal will provide a visually interesting frontage at street level, utilises high quality materials and is in line with the proportions of the existing building and the neighbouring shopfronts.

4.0 JUSTIFICATION OF THE PROPOSED CHANGE OF USE

Change of use from B1 to A1/A2/D1 (ground/basement floors)

a. Planning Use Class History

- 4.1 Planning permission was granted in 1985 (reference number 8501887) for the 'Change of use of basement and ground floor from Optician / Retail and associated storage to office; Continued use of the first floor for office purposes; Change of use of the second and third floor to form one two-bedroomed residential unit'.
- 4.2 We believe that this planning permission was implemented, including the residential element with the material submitted in support of a planning application in 2000 (Ref PSX0004759) which confirms the use of the second and third floors for residential use, and the basement, ground and first floors for office use.
- 4.3 It is believed that the residential element was lost to offices (B1a) circa 2005 although no record of a planning application for such a change can be found. The first, second and third floors are not subject to this planning application.

b. Justification for Proposed Use

- 4.4 Although some loss of B1 space is planned, the building will retain B1(a) accommodation on the upper floors and with a prospective A2 tenant lined up, the building will retain its employment function.
- 4.5 The proposed arrangement with office accommodation on the upper floors is common to this locality and a mix of uses on the site provides flexibility to the building's owner, who will also be occupying the first floor offices in the building for his business.
- 4.6 An A1/A2/D1 use on the ground and basement floors will help promote an active frontage and will be of long term benefit to the neighbourhood. It will bring the building back to its pre-1985 state and back in line with the neighbouring units.
- 4.7 The proposed recruitment agency tenant will provide an employment generating service, supporting the already strong and vibrant local business community.

5.0 JUSTIFICATION FOR PROPOSED STRUCTURAL AMENDMENTS

Roof light to front ground floor, projecting sign, fascia sign, alterations to forecourt and reinstatement of glazed shopfront

- 5.1 The proposed amendments to the appearance of the building as noted above are considered in greater detail within the Design and Access Statement prepared in support of the planning application. It is important, however, to consider the impact of the changes within the context of the King's Cross St Pancras Conservation Area.
- 5.2 The Conservation Area Statement was adopted in 2003. We note that explicit mention is made by it about the subject property, largely because of the lack of shopfront and which this application seeks to re-instate.
- 5.3 As is noted within section 6 of the Design and Access Statement, the existing shopfront is not original and the proposal will return the building to its pre-2000 state.
- 5.4 The proposed shopfront will be of a high quality and will enable the prospective occupier to operate visibly in line with businesses located on the ground floor on the surrounding units.
- 5.5 Whilst the scheme entails the loss of the two non-original windows, the attractive existing door and rendered stucco will remain in place either side of the proposed glazed shopfront.
- 5.6 The present shopfront, whilst of a traditional character, has no historic value and provides a blank frontage onto Grays Inn Road, providing little interest at street level.

6.0 CONCLUSIONS

- 6.1 It is concluded that the proposed use is compatible within the context in which the application property is located and will bring the building back to its pre-1985 use and pre-2000 appearance.
- 6.2 The proposal has been developed in line with the National Planning Policy Framework, The London Plan and the Camden Core Strategy and Development Management Plan policies and the King's Cross St Pancras Conservation Area Statement, alongside consideration of the site's planning use class history.
- 6.3 The proposed changes to the building's appearance will not result in the loss of any original features and will bring the shopfront in line with its neighbours.
- 6.4 Based upon the evidence submitted in support of this application, and which confirms conformity with the Development Plan, we request that it be approved.