

TAH/DF/DP4715

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Regeneration and planning
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For the attention of David Peres Da Costa

Dear David,

APPLICATION FOR PLANNING PERMISSION FOR A CHANGE OF USE FROM CLASS A2 TO FLEXIBLE CLASSES A1/A2/D1/D2 AT GROUND FLOOR LEVEL AT 350 EUSTON ROAD EAST, REGENT'S PLACE, LONDON, NW1 3BH

We write on behalf of our client, 350 Euston Road Ltd (a wholly owned subsidiary company of The British Land Company Plc), to formally submit a full planning application via the Planning Portal (ref. PP-06392207) in relation to the above site, for the following description of development:

'Change of use from Class A2 to flexible Classes A1/A2/D1/D2'

The application comprises of the following documentation:

- Completed application form;
- The requisite application fee for £385.00 (paid online);
- CIL Planning Application Additional Information Requirement Form;
- Planning Statement set out in this Covering Letter below; and
- Planning drawings as listed below:
 - Site Location Plan (Ref. 001 – 1:1,250)
 - Existing Floor Plan (Ref. 002 – 1:100: existing Class A2 floorspace for change of use shaded green)
 - Proposed Floor Plan (Ref. 003 – 1:100: proposed flexible Classes A1/A2/D1/D2 floorspace shaded purple)

Site Description and History

No.350 Euston Road forms part of British Land's (BL) Regent's Place Estate – a 13-acre, mixed use campus home to over 20,000 workers and residents, comprising several large office and residential buildings with retail and leisure uses at ground floor level. The estate is bounded by Euston Road to the south, Osnaburgh Street to the west, Longford/Drummond Streets to the north and Hampstead Road to the east. No. 350 is a multi-let office building with retail at ground level located on the north side of Euston Road in the south west of the estate.

The site is situated within the 'Central London Area' (London Plan Central Activities Zone) but outside of the Euston Area Plan boundary, as shown on Camden's Policies Map 2016. The building is not in a Conservation Area, is not statutorily or locally listed and does not adjoin any listed buildings.



Permission was originally granted for the 350 Euston Road building on 8/2/2000 (ref. PS9804430R1) with flexible uses permitted at Ground Floor level under Classes A1/A2/A3/D1. Condition 1 attached to the original permission required that no less than 500sqm of the ground floor (to include the east and south units) be used for any purposes apart from Class A1 purposes. Despite active marketing for the permitted uses, the ground floor units remained vacant from the date of practical completion on 21 December 2001 until the end of 2006. The entire east unit (subject of this application) which has a total floorspace of c.500sqm was then occupied by 'Networking People', a recruitment/employment agency falling within Class A2, as confirmed by a Lawful Development Certificate granted on 20/7/06 (ref. 2006/2352/P).

To assist with marketing the remaining, vacant south units, the condition was amended in 2007 under ref. 2007/1375/P, to delete reference to the A1 floorspace requirement and reword it to reflect more the intent and purpose of the condition – i.e. to ensure that the whole of the ground floor is not used entirely for A3 purposes.

The south units are now occupied by Nat West Bank, Eat and Wasabi and the east unit, subject of this application, continues to be occupied by Networking People under Class A2 – the unit no longer benefit from the flexible permission granted in 2000 (which also included Class A1/A3/D1 uses), which has since expired.

The Proposed Development

The application seeks full planning permission for a change of use of the entire ground floor East unit from Class A2 to flexible Classes A1/A2/D1/D2.

Networking People will vacate the unit in November this year and British Land is now seeking a flexible permission to include Class D2 gym use following interest expressed by gym occupiers. While a specific occupier has not yet been identified, it is envisaged the use would be largely studio/class based and complementary to the traditional gym offer to be re-provided as part of the 1 Triton Square redevelopment, due to be implemented under application ref. 16/6069/FULL.

To retain flexibility and to avoid a situation whereby the unit could remain vacant again, the originally approved use Classes A1/A2/D1 are reapplied for. For the avoidance of doubt, permission is not sought for Class A3 use and no external changes are proposed to the building as part of this application.

Planning Policy Considerations

The principle of introducing a D2 leisure use is considered acceptable and in accordance with the adopted Camden Local Plan (June 2017) Policy C3 (Cultural and leisure facilities) which encourages new leisure facilities in large mixed-use developments in this central location. A gym use will complement the mix and balance of existing and proposed uses across the Regent's Place estate and is expected to be well used by local residents and office workers. There is no residential use in the immediate vicinity of the unit and there would be no negative impacts on amenity.

A flexible permission which also spans use Classes A1 (Shops), A2 (Financial and professional services) and D1 (non-residential institutions) reinstates three of the four originally approved



flexible uses for the unit. All of these uses are considered acceptable in principle in this location, and reflect the current mix of ground floor uses across the campus. Historically, the Local Planning Authority has sought to ensure that any use of the building's ground floor is active and contributes to encouraging footfall through the area in turn promoting vitality and vibrancy without an overdependence on Class A3, all of which the proposed additional flexible uses will achieve. It is not an area of Camden where retail uses are designated and protected and therefore the potential loss of Class A2 floorspace is considered acceptable in principle. In any case, as the proposal includes flexible A1/A2/D1 uses alongside D2, these uses may still be implemented in future, if the unit is no longer required for gym use.

In line with Local Plan Policy T2 (Parking and car-free development), no dedicated car parking is proposed in this highly accessible location.

Cycle parking requirements will be met through the estate's existing provision, as per the current arrangements. Long stay cycle parking for workers within 350 Euston Road is provided within the basement car park for the building, which is securely accessed via the vehicular ramp off Longford Street. 46x cycle racks are provided which can accommodate 66x cycles – currently these racks are not intensively used and there is ample provision to meet the London Plan long-stay requirement for Class D2 use, being 1x long-stay space per 8 staff. In terms of short stay provision, 16x Sheffield stands (accommodating 32x cycles) are located just over 100m east from the unit adjacent and parallel to Euston Road. Again, these stands are currently not intensively used. An additional 4x Sheffield stands (accommodating 8x cycles) are located just beyond within Regent's Place Plaza. It is proposed that this existing short-stay provision in the vicinity, can adequately accommodate the London Plan short-stay requirement for Class D2, being 1x short-stay space per 100 sqm of floorspace. It should also be noted that a large number of short-stay cycle spaces are approved/proposed nearby in the Regent's Place public realm under application ref. 16/6069/FULL.

In addition, the unit is extremely well located in terms of proximity to public transport links and it's anticipated that the majority of gym users will be existing residents and workers who will have already travelled to the Site.

Servicing of the unit would be undertaken in accordance with the current estate-wide arrangements via the basement, which the occupier accesses/egresses through the back door of the 350 Euston Road reception in a building goods lift. The proposed use would not result in any materially greater impact in transportation terms, relative to the existing use of the unit.

We trust you will find this application to be acceptable. We look forward to receiving confirmation of validation of the application and would ask you to contact Dan Fyall or Tom Horne at the above office if you require any further information.

Yours sincerely,

DP9 Ltd.

Encs.