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8th January 2019

Our ref: U0006289

Planning Portal ref: PP-07534452

Dear Sirs

**Application for Full Planning Permission
Town and Country Planning Act (as amended) 1990
Ground Floor Unit at 338 Euston Road, Regent's Place, London, NW1 3BH**

We write on behalf of our client, 338 Euston Road Ltd, a wholly owned subsidiary of British Land, to submit a planning application in respect of the ground floor unit at 338 Euston Road, for the change of use of the existing premises from ancillary office floorspace (Class B1) to a retail unit (Class A1).

A full planning application has been submitted via the planning portal (ref. PP-07534452), for the following:

"Change of use from ancillary office (Class B1) to retail (Class A1), and associated external alterations at ground floor level."

The Site

338 Euston Road forms part of British Land's Regent's Place Campus and is occupied by a range of companies including Alpha Real Time Investments, Lendlease, Facebook, McGraw Hill and Education. It is a 17-storey glass office building and forms part of the Regent's Place campus bounded by Euston Road to the south, Osnaburgh Street to the west, Longford and Drummond Street to the north and Hampstead Road to the east.

The planning unit forming this planning application is used as back of house and is therefore ancillary to the B1 office block. It was previously occupied by the building's Facilities and Maintenance department, who have recently been relocated elsewhere in the building.

The frontage is currently blank, with full height glass panes and no access off the street. The existing entrance to the planning unit is via the internal lobby. This application seeks to introduce activation along this part of the ground floor of 338 Euston Road and presents an exciting opportunity to enhance the relationship the building has with the surrounding Regent Place.

Planning History and Lawful Use

It is understood that the building was originally built in the 1960's and underwent refurbishment in 1988, however the details of this planning permission are not available on Camden's online register.

There have been a number of recent planning permissions submitted by British Land to alter and enhance the use of the building at ground floor level and improve its contribution to the wider public realm.

Whilst there have been no applications relating to the application unit itself, adjacent unit (now Black Sheep Coffee) was granted planning permission on 24th February 2015 for the **“Change of use from office (Class B1) to flexible retail (Class A1/A2/A3/A4) and associated external alterations at ground floor level,”** (LPA ref. 2015/0230/P).

The application site itself was previously occupied by the building's Facilities and Maintenance department, who have recently been relocated elsewhere in the building. The use of this floorspace is used as back of house and is therefore ancillary to the B1 office block.

Proposals

Accordingly, in order for British Land to continue to enhance the use and function of 338 Euston Road, it is proposed to change the use of the ground floor unit from ancillary office floorspace (Use Class B1) to a retail unit (Use Class A1). The proposals also include minor alterations to the external appearance of the building and include new entrance doors and shopfront. It will also create a number of new retail job opportunities and does not result in the loss of existing business related jobs.

Further details are shown on the submitted drawings, prepared by Nex Architects.

Planning Policy

The statutory development plan consists of Camden's Local Plan (2017), the Site Allocations Plan (2013) and Policies Map (2017).

In terms of planning policy designations, the site is located within the Central London Area (Central Activity Zone). The site is not within a Conservation Area, nor is it statutorily or locally listed.

Planning Considerations

Principle of Change of Use

Policy E2 of the Local Plan states that the Council **“will protect premises or sites that are suitable for continued business use, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy.”**

Within Camden's Employment Sites and Business Premises SPG, paragraph 8 states **“when assessing proposals that involve the loss of a business use the Council will consider whether there is potential for that use to continue. We will take into account various factors including:**

- whether the premises are in a reasonable condition to allow the use to continue;
- the range of unit sizes it provides, particularly suitability for small businesses;
- the suitability of the location for any business use;
- how the business use is related to other neighbouring/nearby land uses;
- whether a lower quantum of replacement employment space is proposed as part of the development, and if so whether the nature of this space is considered to have the potential to offer equal or greater benefits to local people or businesses than the existing space.”

In relation to new retail development, Local Plan Policy G1 states that **“the Council will create the conditions for growth to deliver the homes, jobs, infrastructure and facilities to meet Camden’s identified needs and harness the benefits for those who live and work in the borough.”** In addition, the policy states that **“development will take place throughout the borough with the most significant growth expected to be delivered through... development at other highly accessible locations, in particular Central London.”**

Local Plan policy TC1, (Quantity and Location of Retail Development) states that **“the Council will focus new shopping and related uses in Camden’s designated growth areas and existing centres, having regard to the level of capacity available in these locations.”**

Add that it sits adjacent to the Euston Area Plan which promotes a range of land uses including retail.

Assessment

The application unit was previously occupied by the Facilities and Management department, servicing the remainder of the office block. This ground floor unit has a back of house function and is therefore ancillary to the main B1 Use of 338 Euston Road. The three employees in this department have since been relocated elsewhere in the building and the unit is vacant.

The unit is only 45sqm and contains a sink and internal access is only via the main entrance, with no current direct access from the street.

The main use of the offices above will not be affected by the loss of this small unit and the loss of the floorspace has been absorbed by the 17 storey block. Converting this unit into a retail use will create more jobs than the existing B1 unit currently provides, therefore benefitting the local community in comparison to the existing, underutilised accommodation.

Converting this unit to a retail use accords with Local Plan objectives for the Central London Area, which encourages development in Central London and focuses new retail provision within existing Camden’s existing centres.

In addition, this change of use will activate this frontage and enhance the overall attractiveness of the building to existing and future office occupiers, and will also enrich the area through integrating the building into the public realm. The adjacent unit was granted planning permission (LPA ref. 2015/0230/P) for its change of use from an office (use class B1) to a flexible A1/A2/A3/A4 and this application seeks to extend this active frontage and improve the overall appearance and use of the building.

Principle of a New Shopfront

Local Plan policy D3 states that “**The Council will expect a high standard of design in new and altered shopfronts.**”

Assessment

This application seeks to propose a new shopfront and new entrance door at street level to facilitate the change of use of the unit to an A1 retail unit. In accordance with Policy D3, the materials proposed for the shopfront and doors are in keeping with the character and appearance of the host building and the height of the new door matches that of the adjacent sprinkler service room entrance.

Further details of the materials are annotated on the drawings submitted to support this planning application.

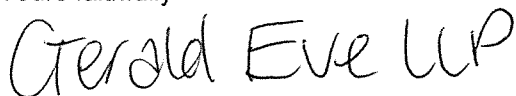
Application Documentation

Please find enclosed the following documents submitted in support of this application:

- A copy of this cover letter;
- A site location plan at 1:1250 scale;
- A block plan at 1:500 scale;
- Existing and proposed plans prepared by Nex Architects;

We trust that you have all of the information you require in respect of this application. Should you have any queries or require any further information please do not hesitate to contact Natalie Davies (020 7333 6371) or Sophie Hinton (0203 486 3493).

Yours faithfully



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