

Application ref: 2019/0288/P
Contact: Rachel English
Tel: 020 7974 2726
Date: 7 March 2019

Development Management
Regeneration and Planning
London Borough of Camden
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Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Gerald Eve LLP
72 Welbeck Street
London
W1G 0AY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
338 Euston Road
London
NW1 3BG

Proposal:
Change of use of ground floor unit from office (Class B1) to retail (Class A1). External alterations at ground floor level.

Drawing Nos: Siteplan, (092-NEX-) 151A, 152B, 153A, 154A. Cover letter dated 8th January 2019 (ref U0006289)

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless

otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Siteplan, (092-NEX-) 151A, 152B, 153A, 154A.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 4 No loading or unloading of goods, including fuel, by vehicles arriving at or departing from the premises shall be carried out otherwise than within the curtilage of the building at basement level.

Reason: To avoid obstruction of the surrounding streets and to safeguard amenities of adjacent premises in accordance with the requirements of policy A1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

The site is located in the Central London Area however not located in a specific town or neighbourhood centre. The application proposes the change of use of 45sqm of ancillary office space to the 17-storey office building that forms part of the Regent's Place campus. The unit is currently vacant and until recently served back of house office facilities which have been relocated within the building. Permission is also sought for a new shopfront to include glazed doors and a replacement opaque glazed wall doors in front of the existing sprinkler service system.

Policy E2 seeks to resist the loss of business floorspace unless it can be adequately demonstrated that the site is no longer suitable for its existing business use and that the possibility of the site being reused for a similar business use has been explored over an appropriate period of time. Although the applicant has provided no information to demonstrate the application site is no longer suitable for B1 use, the predominant use of the building would still be that of B1 on the upper floors. In addition, as the site is currently used for purposes ancillary to the B1 use it is considered that its loss would not prohibit the viability of the B1 units in the upper levels within the rest of 338 Euston Road. The loss of the office space would only account for a small percentage of overall employment floorspace of 338 Euston Road and indeed the rest of Regent's Place.

The proposed retail use would ensure there would be no loss in the level of employment density. The policy preference is for the development to be in B1 use, however it is recognised that the potential use of retail (Class A1) would also deliver economic benefits for Camden residents and bring an active use to the premises opening onto Regent's Place. Planning permission was granted on 24th February 2015 at the adjoining unit at ground floor level to change to flexible retail use (ref 2015/0230/P). The application site is adjacent and would

enable a more active frontage to this large office block.

The proposed external alterations would be in keeping with the adjoining unit given planning permission in 2015 and currently functioning as a coffee shop. The proposed alterations would not detract from the appearance of the building or surrounding area and would be in accordance with the objectives of policy D1. As mentioned above, the increase of an active frontage to the ground floor level would contribute to the vitality of the area.

The upper floors of 338 Euston Road are used as offices (Class B1). The application site is predominantly surrounded by commercial premises with the nearest residential occupiers located on the corner of Osnaburgh Street and Longford Street therefore a 45sqm retail unit would not give rise to any adverse amenity impacts for nearby residents.

- 2 It is unlikely that the proposal would have an adverse transport implications. Warren Street and Great Portland Street stations are located less than 250metres from the application site and there is a bus stop close by. No parking is proposed on or near to the site and the adjacent highway is a TfL 'red-route' therefore no stopping is permitted at any time. Whilst the proposed sprinkler service room doors would be outward opening they are not considered to cause harm to pedestrian safety, particularly as they would remain shut most of the time.

The proposed servicing and waste removal arrangements would be via the service access at the rear entrance of 350 Euston Road. Vehicles are able to enter the basement via the Regent's Place servicing ramp off Longford Road and transit to the loading bays of the basement for 338 Euston Road. A condition is recommended to ensure that deliveries are carried out through the basement within the curtilage of the building.

No comments have been received prior to making this decision. The site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies E2, D1,A1, TC1, TC3, T1 and CC5 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2019.

- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 4 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and

Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

- 5 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 6 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

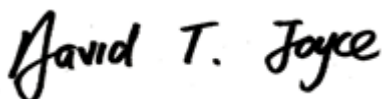
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In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce
Director of Regeneration and Planning