



Planning & Development Ltd
Valley Farm
Rumburgh Road
Wissett
IP19 0JJ

M: 07525 131 145
E: julian@jmsplanning.com
www.jmsplanning.com

Head of Planning
London Borough of Camden
Development & Management
Camden Town Hall Extension
Argyle Street
London WC1H 8EQ

10 January 2020

Dear Sir/Madam

23 Euston Road, London, NW1 2SB

Application for a change of use of the ground floor and basement from a Bank (Use Class A2) to a Hotel (Use Class C1) together with the associated refurbishment and reconfiguration of the existing ground floor and basement at 23 Euston Road, Kings Cross, London, NW1 2SB

I act on behalf of Megaro Hotel Ltd, who is the freeholder of the above site, and attach for your attention an application for full planning permission for a change of use of the ground floor and basement from a Bank (A2 Use Class) to a Hotel (C1 Use Class) together with the associated refurbishment and reconfiguration of the existing ground floor and basement and various associated internal works at the above site.

The application has been submitted via the Planning Portal (Reference: PP- 08415860) and the following documents are therefore attached, which form the planning application:

- (i) The completed application form signed and dated;
- (ii) The completed Ownership Certificate and Agricultural Land Declaration signed and dated;
- (iii) Site Location Plan (scale 1:1250);
- (iv) Existing Ground Floor Plans (Drawing Ref: 15-01-01);
- (v) Existing Basement Floor Plan (Drawing Ref: 15-01-02);
- (vi) Proposed Ground Floor Plans (Drawing Ref: 15-11-01);
- (vii) Proposed Basement Floor Plan (Drawing Ref: 15-11-02);
- (viii) Windows Details (Drawing Ref: ID MGT 3.10);
- (ix) Entrance Vestibule Detail (Drawing Ref: ID MGT 3.13);
- (x) Terrace Vestibule Detail (Drawing Ref: ID MGT 3.17);
- (xi) Planning Statement prepared by JMS Planning and Development Ltd dated December 2019;
- (xii) Design and Access and Heritage Statement prepared by JMS Planning and Development Ltd dated December 2019; and
- (xiii) Copy of The Community Infrastructure Levy form, signed and dated.

Please note that the relevant application fee has been paid electronically via the Planning Portal.

Registered office:
Valley Farm
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Company No. 09829806

Historically the ground floor and basement of 23 Euston Road has been used as a Bank (Use Class A2) but is now vacant having closed in October 2019. Notably, the Freehold of the application site is owned by the parent company of the Megaro Hotel, thus, the site will form part of the Megaro Hotel which sits adjacent to and above the site. The applicant has therefore decided to extend the existing hotel to incorporate the existing, vacant former bank.

The proposal seeks a change of use of the basement and ground floor from a Bank (Use Class A2) to Hotel (Use Class C1) together with associated reconfiguration works. It is considered that the proposed change of use is in line with the aspirations of National policy, the London Plan and Local Planning policies which seek to ensure that improved and enhanced tourist facilities are provided into the future. In addition, the application will bring back to beneficial use a currently vacant unit, improving the vitality and viability of the local area and will create jobs, as well as removing existing anti-social behaviour outside the site which has previously occurred outside of banking hours.

Overall, it is considered that the proposal will result in an enhanced tourism offer on site, and the refurbishment of the site will result in enhancement to the Kings Cross Conservation Area.

I trust you find the enclosed in order and I look forward to receiving confirmation of registration of the application in due course. Should you wish to discuss this matter please do not hesitate to contact me at julian@jmsplanning.com/075252131145.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Julian Sutton', written over a faint circular stamp.

Julian Sutton
JMS Planning & Development

Encs.