



9<sup>th</sup> October 2020

Dan Pope  
Chief Planning Officer  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Mr Pope,

**RE Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace; with cafe, flexible retail and office floorspace at ground floor; an auditorium at basement; incorporating step free entrance to Kings Cross Underground station in place of two entrance boxes along Euston Road; together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works.**  
**[Consultation note: this application is linked to redevelopment of Acorn House, 314-320 Euston Road (ref 2020/3880/P)]**

I write on behalf of the owners of 10 Argyle Street, The Standard Hotel, in the block previously known as the Camden Town Hall Annex.

We are aware of the above planning application.

We wholeheartedly support this scheme. The architectural team led by AHMM have produced a landmark building to complement its surrounding area, standing side-by-side with our hotel, St Pancras Chambers Clock Tower, Kings Cross Terminus and the Lighthouse building.

To the rear it will also hugely improve Argyle Square and be a catalyst for positive change moving away from the neglect and anti-social behaviour that currently affects all parts of the immediate south side of Euston Road.

The step free access to Kings Cross & St Pancras TFL terminals is hugely welcomed as is the pedestrianisation of Chad Street.

In addition and in an environment of so much uncertainty the fact that both the applicant and future tenant Merck are prepared to make such a significant economic investment in Camden, helping to drag further the regeneration of Kings Cross south of Euston Road and the Knowledge Quarter further East from Euston Station is a huge endorsement and of massive socio-economic benefit to London and Camden.

This is just the type of development Kings Cross, the south-side of Euston Road, Camden and London needs.

Yours sincerely,

Matt Mason  
Partner  
Crosstree Real Estate Partners

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