

KS/TB/P20-2834

15th June 2021

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

Dear Sir/Madam,

Town and Country Planning Act 1990 (as amended)
Planning Application for Shopfront Alterations
Unit 4, Euston Tower, 286 Euston Road, London, NW1 3DP
Planning Portal Ref. PP-09389204

Pegasus Group are instructed by Euston Tower Limited ('the Applicant') to submit a planning application for the following development at Unit 4, Euston Tower, 286 Euston Road, London, NW1 3DP:

"Shopfront alterations comprising new replacement door."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-09389204):

1. Application Form;
2. CIL Additional Information Form;
3. Site Location Plan (ref. PL-000 Rev 2);
4. Block Plan (ref. PL-001 Rev 2);
5. Architectural drawings, prepared by Leonard Design Architects:
 - a. Existing Floor Plan (ref. PL-100);
 - b. Proposed Floor Plan (ref. PL-101);
 - c. Existing Exterior Elevations (ref. PL-200 Rev 1);
 - d. Proposed Exterior Elevations (ref. PL-201 Rev 1);
 - e. Existing and Proposed Shopfront Sections (ref. PL-300 Rev 1);
6. Planning Assessment (included within this letter); and
7. Photographs (included within this letter).

Payment of the requisite application fee of £234 will be made under separate cover.

Site Background

The application site comprises Unit 4 within Euston Tower. Euston Tower forms part of the wider Euston Centre development, and fronts onto Hampstead Road to the east and Euston Road (A501) to the south. The Tower comprises predominantly of office accommodation,

with a number of retail, food and drink uses at ground floor level including Nuvola Coffee, Starbucks and Pret A Manger.

The retail unit forming the application site is set across the ground floor of the north-eastern corner of the Tower, benefiting from elevations to Hampstead Road (A400) and along the pedestrianised Brock Street to the north. The site comprises retail use (Class E) and is currently vacant, having formerly been occupied by Cycle Republic. A view of the unit from Hampstead Road is included within Figure 1 below and a view from Brock Street is included within Figure 2.



Figure 1: View of Application Site at Unit 4, Euston Tower from Hampstead Road



Figure 2: View of Application Site from Brock Street

The site is surrounded by commercial office buildings which similarly comprise retail, food and drink uses at ground floor level.

The site is not within a Conservation Area and there are no listed building within or adjacent to the site.

According to the Environment Agency Flood Risk Map, the site lies within Flood Zone 1, which indicates a 'low' probability of flooding.

Planning History

The relevant planning history for the site is set out below:

- **Ref. PS9904130R1** - *Alterations to and refurbishment of the elevations of the podium of the Euston Tower incorporating the provision of new shop frontages at ground floor, together with landscaping and a wind shelf. Use of the ground floor of the Podium of the Euston Tower for mixed uses (including Classes A1, A2, A3, D1)*

and office entrance and foyer to upper floors. Change of use of the first floor of the Podium of the Euston Tower to use as B1 offices – Approved 26th November 1999

- **Ref. PS9905171** – Approval of Details (External Materials) pursuant to planning permission ref. PS9904130R1 – *Approved 29th March 2000*
- **Ref. 2011/2917/A** - *Display of 2 x non-illuminated signage to front elevation of Sainsbury's shop – Approved 6th July 2011*
- **Ref. 2013/6669/P** - *Division of the existing retail unit to the northern side of the ground floor into 2 x retails units and associated alterations to shopfront including alterations to the doors and louvres and removal of ATM machine – Approved 28th November 2013*
- **Ref. 2014/7454/P** - *Installation of a fire exit door on the ground floor northern side elevation of the existing retail unit (A1 use) retrospective – Approved 3rd June 2016*
- **Ref. 2014/6011/A** - *Display of 2 x non-illuminated fascia and 2 x non-illuminated projecting signs on the west and south elevations of the existing shopfront – Approved 17th October 2014*

Proposed Development

The application seeks planning permission for shopfront alterations facilitate occupation of the vacant retail unit. Specifically, the proposal seeks planning permission for the following:

- Installation of new automatic sliding glazed entrance doors to replace the existing.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan for London Borough of Camden consists of the Camden Local Plan (adopted July 2017) and the London Plan (adopted March 2016).

Other material considerations that are relevant to the application proposals include the National Planning Policy Framework (NPPF) (published February 2019), the draft London Plan (December 2019), and relevant supplementary planning guidance/documents (SPDs).

Camden Local Plan (adopted July 2017)

Policy D1 (Design) states that the Council will seek to secure high quality design in development. The Council will require that development respects local context and character, comprises details and materials that are of high quality and complement the local

character, integrates well with the surrounding streets and contributes positively to the street frontage, and carefully integrates building services equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Policy D3 (Shopfronts) states that the Council will expect a high standard of design in new and altered shopfronts. When determining proposals for shopfront development the Council will consider:

- The design of the shopfront or feature, including its details and materials;
- The existing character, architectural and historic merit and design of the building and its shopfront;
- The relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- The general characteristics of shopfronts in the area;
- Community safety and the contribution made by shopfronts to natural surveillance; and
- The degree of accessibility.

Camden Planning Guidance on Design (adopted March 2019)

This document provides guidance on the design within the Borough. For shopfronts, the guidance states that:

- Shopfronts should be designed to a high standard and should consider the character and design of the building and its context;
- Shopfront alterations to existing buildings should respect the detailed design, materials, colour and architectural features of the shopfront and building itself;
- Shopfronts in newly designed buildings should be designed to integrate well with the surrounding area and contribute positively to the public realm; and
- Vibrant and well-designed shopfronts animate and activate the street scene and contribute to creating healthy places.

Planning Assessment

The following section considers the proposal against the relevant planning policies.

The proposed alterations are minor in nature and scale, being limited to replacement of the existing entrance doors. The proposed development is sought to facilitate occupation of the vacant retail unit.

The design of the shopfront has been carefully considered to respect both the character and appearance of the host building and the surrounding area.

The proposed double sliding doors will replace the existing entrance doors, and result in associated alterations to the surrounding shopfront glazing. The entrance doors will be wider than the existing doors in order to allow for improved accessibility for customers, in accordance with Policy D3 of the Camden Local Plan (2017).

The scale and siting of the proposed doors will respect the architectural proportions of the host building. The doors will be sited centrally underneath one of the louvred panels above the shopfront, with the framing of the adjacent shopfront glazing either side aligning with the edges of the louvred panels above each of these; ensuring that the proposal respects the architectural rhythm across the wider frontage. The continued automated sliding format of the entrance doors will ensure that there is no obstruction to the highway.

The proposed aluminium framed glazed doors will incorporate high quality materials of finish to match the existing shopfront, which will ensure the alterations remain in keeping with the contemporary character and appearance of the host building.

On the basis of the above, by reason of its careful and considered design, the proposed shopfront will accord with Policies D1 and D3 of the Camden Local Plan (2017) and the guidance set out within the Camden Planning Guidance on Design (2019).

Conclusion

The proposed development will facilitate occupation of the vacant retail unit and will wholly comply with local and national policy.

The proposed shopfront alterations are relatively minor in nature and scale. Notwithstanding this, the design of the proposed development has been carefully considered to ensure it will respect the character and appearance of the host building and the surrounding area in accordance with Policies D1 and D3 of the Camden Local Plan (2017) and relevant SPDs.

The proposed new replacement entrance doors will provide improved access via widened automatic sliding doors. The doors through their scale, siting and detailed design will respect the character and appearance of the host building and wider surrounding area. On the basis of the above, the proposals should be considered acceptable.

I trust the above and enclosed is sufficient for the validation of this application. However, should you require any additional information then please do not hesitate to contact me or my colleague Thomas Beard (Thomas.Beard@pegasusgroup.co.uk).

Yours faithfully,



Kate Simpson

Associate

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