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21 June 2022

Our ref: NFD/SHIN/AJA/U0019190

Your ref: PP-11328851

Dear Sirs,

**Application for Full Planning Permission
Town and Country Planning Act (As Amended) 1990
Rear Ground Floor Retail Unit, 338 Euston Road, London, NW1 3BG**

We write on behalf of our client, 338 Euston Road Limited, to submit a planning application in respect of the Rear Ground Floor Retail Unit, 338 Euston Road, for the installation of a new entrance door.

A full planning application has been submitted via the planning portal, for the following works:

“Installation of new entrance door.”

Further details of the proposals are set out within this letter.

The Site

338 Euston Road is in a central location adjacent to the Euston Road, close to Euston and Kings Cross Train Stations and situated within the Regent Place Campus. The campus is home to various commercial businesses, with coffee shops and restaurants at the lower levels to provide amenities for the employees in the area.

The building itself is a tower block, with large windows across all floors, broken up by stone columns with external facing stair and lift cores.

The application site relates to Rear Ground Floor Retail Unit at the northern entrance of 338 Euston Road, which fronts onto Triton Street. The Unit is operating within Class E.

Proposals

It is proposed to install a new automatic entrance door at the Rear Ground Floor Retail Unit of 338 Euston Road. The new automatic entrance door will be a single door with aluminium frame and double-glazed panel.

The new entrance door is proposed because the new tenant of the Unit is also going to operate 350 Euston Road opposite and would like their customers to have easy access between the two units.

The minimum effective opening of the entrance door will be 1050mm, which will be sufficient for wheelchair access.

Planning Justification

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The statutory development plan for the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004 comprises:

- The London Plan (2021)
- The London Borough of Camden's Local Plan (2017)

The key planning consideration affecting the Proposed Development are considered to be design. The relevant policy background and considerations are set out below.

Design

London Plan Policy D3 also states that 'development should 'enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions'.

Local Plan Policy D1 seeks to secure high quality design in development. Development will be required to respect local context and character and reserve or enhances the historic environment and heritage assets. The Council expects excellence in architecture and design.

The new entrance door has been designed to ensure it will sit comfortably within the existing entrance area. The proposals have been sensitively designed to ensure local townscape is not impacted and external works that are proposed to the building are proposed to closely match the existing building. The impact of the proposed works will, therefore, be limited. The proposals are therefore sensibly designed and meet the overall objectives of London Plan policy D3 and Local Plan policy D1.

Summary

The proposals include the installation of a new entrance door to the Rear Ground Floor Retail Unit, 338 Euston Road. The new entrance door will provide easy access between the Site and 350 Euston Road who will be operated by the same tenant. The door will be wheelchair accessible and will not impact local townscape. The proposals therefore accord with relevant Camden Development Plan policies.

Application Documents

The full planning application has been submitted online via the planning portal. The following documents support the planning application:

- Application Form and certificate A completed,
- CIL Form,
- Site Location Plan, prepared by The British Land Company PLC; and

- Existing and proposed drawings, prepared by TP Bennett.

If you have any questions regarding the application, please do not hesitate to contact Andrew Jackson of this office.

Yours Sincerely



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