

Our Ref: 2330AAL

3rd April 2023

PLANNING STATEMENT  
FOR THE INSTALLATION OF EXTRACTION DUCT TO REAR  
AND REINSTATEMENT OF 2No GROUND FLOOR WINDOWS  
TO SIDE ELEVATION

AT

53-54 TOTTENHAM COURT ROAD  
LONDON  
W1T 2EQ

Design306  
306 Milnrow Road  
Rochdale  
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## Introduction

This Planning, Heritage, Design and Access Statement has been prepared, on behalf of Mission Mars (hereafter 'the applicant'), to support a planning application for the installation of pizza oven extraction duct to rear elevation and the reinstatement of the existing Ground floor windows currently in-filled with brick to the side elevation of 53-54 Tottenham Court Road, Fitzrovia, W1T 2EJ (hereafter 'the application site')

The purpose of this statement is to describe the site and its location; describe the proposed development; explain the relevant planning history; identify the policy context; explain design and access consideration; and assesses the extent to which it complies with the Development Plan and other material considerations.

The remainder of this report follows the structure set out below:

- Section 2 – Site Location and Description
- Section 3 – Proposed Development
- Section 4 – Planning History
- Section 5 – Planning Policy Context;
- Section 6 – Design and Access Considerations;
- Section 7 – Planning Justification;
- Section 8 – The Planning Balance; and,
- Section 9 - Conclusion.

## Site Location and Description

### Application Site Location

The application site is located within the designated Tottenham Court Road Central London Frontage on the south-west side of Tottenham Court Road between the junctions with Goodge Street and Windmill Street, respectively. An A5 takeaway (currently occupied by ITSU) lies on the ground floor of the building now to be rebranded as a Rudy's Pizza.

The application site comprises Ground floor unit trading as ITSU Japanese takeaway with vacant floor space on the first, second & third floors

There are single yellow lines on the south- west side of the street immediately in front of the application site. The upper floors of the property have been vacant for close to six years.

Tottenham Court Road is a busy street which is home to a wide range of commercial uses including a variety of retail outlets and employment uses as well as residential uses within the

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heart of Fitzrovia.

The property is located inside the Charlotte Street Conservation Area.

It is not located within an area at risk of flooding.

### **Application Site Description**

The application site comprises vacant floor space on the first floor of a four-storey end of terrace building.

The property is neither statutorily nor locally listed.

There is no vehicle parking at the property but good access to London's public transport network including the tube and buses. Furthermore, there are several cycle lanes within proximity to the application site allowing for commuting to and from other London Boroughs.

### **Proposed Development**

This application proposes the installation of pizza oven extraction duct to rear elevation of the site and the reinstatement of the existing Ground floor windows currently in-filled with brick to the side elevation of 53-54 Tottenham Court Road, Fitzrovia, W1T 2EJ

### **Design and Access Considerations**

#### **Use**

The proposed development is in support of the rebranded use of the ground floor area as a Rudy's pizza restaurant , 53-54 Tottenham Court Road, Fitzrovia. external alterations are proposed to the building.

#### **Layout**

The internal layout of the ground floor of the property will be refurbished. **Scale**

The scale of the building will be unaltered because no extensions or outward additions are proposed.

#### **Appearance**

The existing front and side facades of the building and its roof will be unaltered such that there will be no changes to the appearance of the property.

The proposed new extraction ductwork will be finished in RAL 9005 Colour

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## **Access**

The main entrance to the property is located off Tottenham Court Road and will continue to serve as the pedestrian access into the premises and will not be altered or widened.

With regards to the property's accessibility to the highway network, public transport and cycle linkages, the site benefits from a short walking distance to both Goodge Street and Tottenham Court Road tube stations alongside numerous bus routes and cycle lanes in proximity.

## **Principle of Development**

The Ground floor is currently trading as an "ITSU" Japanese takeaway chain for sushi, salads and noodle dishes with the upper floors of the application site being vacant for close to six years and was last used as informal employment / business floor space.

The proposed development merely seeks to maintain a class use of "E" on the ground floor on the application site, which will require the installation of an extraction system, which is proposed to be fitted to the rear and not visible from any main streets.

National planning policy, as reflected in the Framework, is extremely supportive of proposals that facilitate and maintain economic growth and productivity and initiatives that help to contribute to a strong and competitive economy so much, so it places significant weight on proposals that support economic growth and productivity.

Overall it is considered that the principle of the proposed development in this location is entirely acceptable.

## **Heritage Impact Assessment**

Whilst the property is located within the designated Charlotte Street Conservation Area, the absence of material changes and alterations to the front and side exterior of the building will have no impacts on the character and appearance of the Conservation Area. For the avoidance of doubt, the appearance of the building will be unaltered such that it will continue to be in keeping with the vernacular of the area.

The proposed development will therefore be in accordance with Policy D2.

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