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Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG

FAO Sam Fitzpatrick

16 August 2023

Our Reference: 23/314
Via PLANNING PORTAL

Dear Sam,

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
64 TOTTENHAM COURT ROAD, LONDON W1T 2ET
APPLICATION FOR LISTED BUILDING AND ADVERTISEMENT CONSENT**

We write on behalf of our client, Chipotle Mexican Grill UK Limited ('the Applicant'), to formally submit an application for listed building consent and advertisement consent in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990 and Town and County Planning (Control of Advertisements) (England) Regulations 2007 for the above site.

This application seeks listed building consent and advertisement consent for the following development:

"Internal fit out works at ground floor level including removal of selected partitions, installation of new partitions, repainting the exterior shopfront, replacement awning, and new business identification signage at fascia level."

Chipotle Mexican Grill UK Limited have recently agreed terms to occupy the ground and lower ground floor of the building as a restaurant. The purpose of this application is, therefore, to obtain consent for a series of minor internal and external works necessary to operate the restaurant. This would bring a vacant retail unit back into use, helping bring further vitality and vibrancy to this important unit at the corner of Goodge Street and Tottenham Court Road.

The following documentation has been submitted with this application:

- Application Forms and Certificates
- This Covering Letter / Planning Note
- Design Statement, inclusive of CGI visuals, prepared by Harrison
- Heritage Statement, prepared by Iceni
- Site Location Plan, prepared by Harrison

- Existing and Proposed Floor Plans and Elevation Drawings, prepared by Harrison.

a. The Site and Relevant Background

The Site

The Site comprises a Grade II listed building known as the 'Former Catesby's Store'. Its full address is 64-67 Tottenham Court Road and 2-8 Goodge Street and is located on the corner of Goodge Street and Tottenham Court Road.

The building is a good example of a free renaissance style building comprising a red brick façade with Portland Stone dressings, granite faced lower floors, slate and bronze tiled roofs.

The building contains a flexible commercial unit at ground and lower ground, with office above. All of these uses are within Class E.

This application specifically relates to the ground and lower ground commercial unit. This unit is now vacant and was most recently occupied by Le Pain Quotidien before the company went into administration in June 2023. The unit comprises an open plan restaurant with kitchen to the rear, and back of house at lower ground. The exterior comprises tenant signage and an alfresco dining area with an awning above.

The commercial unit has undergone substantial alterations over its history, with the external façade the area largely retaining the key original fabric and historic significance. Further detail on the site's history is contained within the accompanying Heritage Statement.

The Site location plan is provided at **Figure 1** below.

Figure 1: Site Location Plan



Planning Background

Of relevance to this application, the ground and lower ground floor unit of this listed building has been subject to a series of alterations over its history to accommodate new occupants. Most recently, listed

building consent was granted in 2019 for internal and external alterations to accommodate the previous occupants of the space, Le Pain Quotidien (ref: 2019/3822/L).

This application has sought to follow the established principles of these alterations which have been previously accepted by the Council.

Planning policy designations

The Application site is situated within Holborn and St Pancras ward within the London Borough of Camden. It is subject to the following designations:

- London's Central Activities Zone (CAZ)
- Central London Area
- Goodge Street Neighbourhood Centre
- Charlotte Street Conservation Area
- Tottenham Court Road Central London Frontage
- Fitzrovia Area Action Plan
- Crossrail 2 Safeguarding Area

The building is Grade II Listed. The Site also benefits from a public transport accessibility level (PTAL) of 6b, indicating excellent public transport connectivity.

b. Proposed Development

The proposed development seeks listed building consent and advertisement consent for a series of minor works at ground floor level necessary for the new tenant, Chipotle Mexican Grill UK.

The proposed works can be summarised as follows:

- Remove existing modern counters and kitchen equipment presently arranged towards the back of the Site
- Alter inserted partitions inside and around the kitchen space
- Insert new cold room in kitchen
- Expand kitchen operations to the rear restaurant area with insertion of new counter and kitchen services, including lining of counter and kitchen services, including lining the rear kitchen wall
- Insert new full height and semi-height partitions in the restaurant area to improve diner's privacy
- Replace ceiling like for like throughout.
- Re-paint exterior and introduce new signage summarised as follows:
 - 2 x new externally illuminated projected tenant signs (1 x sign to be located at fascia level of each elevation)
 - 2 x non illuminated folder aluminium signage box (1 x sign to be located at fascia level of each elevation)

- 2 x non illuminate fret cut satin black tenant letter signage (1 x sign to be located at fascia level of each elevation)
- Repainting the exterior shopfront in Farrow & Ball Joa's White.
- Replacement awning to the Goodge Street and Tottenham Court Road Elevations with tenant branding.

The proposals to minor internal works and exterior signage only. This application does not seek any change to GIA and or land use.

Further details of the proposal are set out within the accompanying plans prepared by Harrison.

c. Planning Policy Assessment

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the Development Plan, unless material considerations indicate otherwise.

The relevant Development Plan for the site consists of:

- The London Plan (2021)
- The Camden Local Plan (2017).

Camden also has a number of Camden Planning Guidance documents (CPGs), along with the Charlotte Street Conservation Area Appraisal and Management Document (2008) which form material considerations for this application. Of relevance to this application is the Advertisements CPG (2018).

Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be efficient, effective and simple in concept and operation.

The NPPF clarifies (in Paragraph 136) that the display of advertisements should only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts, as guided by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended.

In addition, the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) places a duty on decision makers to have special regard to the desirability of preserving heritage assets, including conservation areas as a whole.

An assessment of the key planning considerations is set out below.

Principle of Development

While the proposed development does not seek any changes in land use, it is noted that the proposal would facilitate the future occupation of a currently vacant commercial unit.

The proposed alterations, are therefore, considered to be entirely in accordance with the objectives of Policy E1 of the Local Plan (2017) in that it would enhance the quality of an existing commercial asset within Central London Area of the Borough, in which the Site is situated.

In addition, the application would also facilitate the continued use of the ground floor commercial unit by a restaurant within the Tottenham Court Road Central London Frontage, which is consistent with the policy objectives of Policy TC1 of the Local Plan.

Design, Materiality and Heritage

Policy Position

Local Plan Policy D1 'Design' seeks to secure high quality design in all development that respects local character and context. Specifically, in relation to shopfronts, it encourages active shopfronts that add vitality to the street and provide views into and out of buildings, and specific proportions at ground floor level to attract pedestrians.

Policy D2 'Heritage' requires that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

Policy D4 of the Local Plan (2017) relates to advertisements. The policy seeks to ensure that advertisements preserve or enhance the character of their setting of the host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

Policy D4 of the Local Plan (2017) notes that advertisements should be located at fascia level or below.

Camden's Advertisements Planning Guidance (2018) includes further guidance on the types of signage that the Council will accept. This guidance recommends that signage needs to respect the architectural features of the host building and the surrounding area, particularly within conservation areas which includes the subject site. The guidance outlines that the material quality of the signage should be high, and the colour palate as muted as possible.

The Charlotte Street Conservation Area Appraisal and Management Plan (2008) assesses the key characteristics of the conservation area. The Appraisal doesn't identify the building as a positive or negative contributor to the character and appearance of the conservation area, and it also notes that Whitfield Street is a street defined by more modern, 20th century buildings. It notes a variety of brick and render as being the predominant materials. The Appraisal also notes that opportunities to enhance the public realm should be taken and ensure that historic details are retained.

Assessment

A full assessment of the impact of the internal works to the heritage interest of the building are contained within the accompanying Heritage Impact Assessment. The report confirms that internally the ground floor commercial unit contains little surviving historic fabric and has been heavily modernised to provide facilities for a modern restaurant.

The assessment has concluded, therefore, that the internal works would not affect historic fabric and as such will cause no harm to the significance nor the special interest of the building. The alterations are minimal, with minor changes to established uses within the Site which will read as an appropriate redevelopment.

Externally, the proposals would see the redecoration of the shopfront to install the tenants branding primarily through replacing existing signage and the awning structure. There is little alteration to the existing arrangement of the exterior, with the only noticeable addition the discrete Chipotle branded hanging signage. The shopfront is also proposed to be re-painted in the historically appropriate Farrow & Ball white paint.

It is also noted that a number of other properties along Tottenham Court Road and Goodge Street contain tenant signage associated with entrances to commercial properties. The accompanying Heritage Statement confirms, therefore, that in this context, the proposed signs are considered appropriate and would be in keeping with the character of the surrounding conservation area.

The proposed signage has taken cues from this signage along with the existing tenant signage and in terms of location, materiality, muted colour palate, and typology of signage within the surrounding streetscape. By virtue of the size, scale and siting of the signage, it is considered appropriate and proportionate to the existing building and surrounding street scene.

A further consideration for any new sign is highway safety. In this respect, the signs would not include any lighting, or be incongruous or unduly prominent and would be a sufficient height above pavement level to ensure it would not be an obstruction for pedestrians or a distraction or visual obstruction to drivers.

The proposed works are, therefore, considered acceptable and will not result in a detrimental impact on the character and appearance of the building or surrounding conservation area, or compromise highway safety. As such, the proposal complies with the requirements of Policy D1, D2, and D4 the Local Plan.

Access

Policy D1 'Design' of the Local Plan seeks high quality design which includes design that is inclusive and accessible for all. Supporting text notes that any adaptation of existing buildings must respond to access needs whilst ensuring that alterations are sympathetic to the building's character and appearance.

Policy C6 'Access for All' of the Local Plan promotes fair access in developments and expects all buildings to meet the highest practicable standards of accessible and inclusive design so they can be used safely, easily and with dignity by all.

The works would not result in any changes to the primary entrance at the corner of Goodge Street. This entrance would still see level access provided to the ground floor commercial unit in accordance with Policy D1 and C6 of the Local Plan.

d. Summary

Overall, the proposed development is considered to represent a series of sensitive minor internal and external works to necessary to facilitate Chipotle's future occupation of the ground floor commercial unit.

The proposals have been assessed and considered to comply with the relevant adopted and emerging planning policy and guidance.

We trust that the enclosed information is sufficient to expedite validation of our application. However, should you require any further information, please do not hesitate to contact Tim Fleming (07875 681 231 or tfleming@iceniprojects.com) of this office in the first instance.

Yours sincerely,



Iceni Projects

ENC. As listed above.