



16
WHITFIELD
STREET

STATEMENT OF
COMMUNITY INVOLVMENT

August 2023

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1. EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY

- 1.1. In June 2023, Mayhunt Properties (the Applicant) appointed Kanda Consulting, a specialist public consultation company, to undertake pre-application community consultation for an application for 16 Whitfield Street & 55 Tottenham Court Road in the London Borough of Camden.
- 1.2. This Statement of Community Involvement provides a record of the pre-application engagement carried out on proposals for the site ahead of the submission of the planning application to the London Borough of Camden.
- 1.3. The proposed application for the scheme is as follows:
- Partial demolition; change of use to offices (Class E); extensions at first, second, third and fourth floors to provide additional office (Class E) floorspace; new replacement façades at Whitfield Street and Tottenham Court Road elevations; partial new replacement facades at north and south elevations; rooftop plant equipment, PV panels and green roof; external amenity areas at first, second, third and fourth floors; removal of basement car parking, ramp and vehicle dock; and associated external alterations.
- 1.4. The objective of the consultation was to provide a full pre-application consultation with local residents and key local stakeholders, in line with the London Borough of Camden's requirement.
- 1.5. The brief was to develop and implement a 'hybrid' approach, with both a dedicated project website with feedback form and face-to-face meetings with stakeholders.
- 1.6. A series of targeted public engagement activities have taken place to present the proposed scheme to local residents and stakeholders. This has taken place in conjunction with pre-application discussions with the London Borough of Camden.
- 1.7. Public consultation activity included:
- The launch of a dedicated project consultation website, 16whitfieldstreet.co.uk. The website introduced the proposals through a 'Vision Book', gave people the opportunity to provide feedback, and set out how to contact the team.
 - A letter was sent via email on behalf of the applicant to identified local stakeholders, community groups and the Bloomsbury ward councillors, informing them of the new proposals for the site and offering them a meeting to discuss the proposals in more detail.
 - A letter distributed to c. 625 addresses close to the site introduced the new proposals for the site, shared the details of the project website, and encouraged people to leave their feedback via the online survey.
 - **Three** meetings were held with local residents, community groups and ward councillors.
 - A second letter was distributed to c. 625 addresses around the site. This informed local residents and businesses about the mural relocation pack which had been shared on the project website, and encouraged people to leave their feedback about the potential relocation of the murals.
- 1.8. Overall, feedback received throughout the public consultation has been positive, with respondents agreeing that it was important to bring the empty site back into use, and supportive of the proposals to improve the building's façade on Tottenham Court Road.

1. EXECUTIVE SUMMARY

1.9.

Where concerns were raised, they tended to be in relation to the mosaic murals on the 16 Whitfield Street façade, with local residents and stakeholders keen to ensure that they were retained or safely relocated.

1.10.

The Applicant has sought to respond to these concerns by providing a 'mural relocation pack' which outlined the potential options for its relocation, and a dedicated online survey for people to provide their thoughts.

1.11.

The Applicant is grateful for the constructive and thoughtful feedback received and has sought to respond to these comments where possible.

1.12.

The Applicant remains committed to engaging with the residents, businesses and other key local stakeholders through the application process and beyond, subject to obtaining planning permission.

1.13.

This document has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) July 2021 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

2. CONSULTATION PROCESS

2. CONSULTATION PROCESS

2.1.

The objective of the pre-submission consultation process was as follows:

- To deliver a ‘hybrid’ consultation approach with both online and in-person consultation
- To provide a full pre-application consultation, in line with the London Borough of Camden’s requirements
- To ensure that key information on the proposals was communicated clearly to key stakeholders and local residents
- To generate feedback on the plans for the future of the site and to identify and address key concerns, ahead of the submission of the planning application to the London Borough of Camden

2.2.

The pre-application consultation process was carried out between **5 July 2023** and **17 August 2023** and consisted of a hybrid engagement strategy to increase the accessibility of the public consultation. This included hosting an online public consultation via a dedicated project website (**16whitfieldstreet.co.uk**). This ran alongside in-person stakeholder meetings.

2.3.

The below table shows a detailed timeline of the consultation process and further activities:

| Date | Details |
|--------------|--|
| 5 July 2023 | A letter (appendix I) was sent via email to identified key local stakeholders and ward councillors, informing them about the proposals for the site and offering them a meeting to discuss the proposals in more detail. |
| 10 July 2023 | A dedicated project website (appendix II) was launched, 16whitfieldstreet.co.uk , which contained information about the site and the project team, a Vision Book (appendix III) and the online survey for people to leave their feedback. |
| 10 July 2023 | A letter (appendix IV) was distributed to c. 625 addresses near to the site, providing information about the proposals, advertising the project website, and encouraging people to leave their feedback via the online survey (appendix V). |
| 20 July 2023 | A meeting was held with Bloomsbury ward councillor, ClIr Adam Harrison , to discuss the proposals for the site. |
| 25 July 2023 | A meeting was held with the Max Neufeld Trust to discuss the proposals for the site. |

2. CONSULTATION PROCESS

| Date | Details |
|----------------|--|
| 7 August 2023 | The project website was updated with a 'mural relocation pack', sharing information about the potential relocation of the murals, and a new online survey (appendix VI) allowing people to leave their feedback on the mural relocation options. |
| 7 August 2023 | A letter (appendix VII) was distributed to c. 625 addresses near to the site, informing them that the project website had been updated with a 'mural relocation pack' and invited them to leave their feedback. |
| 8 August 2023 | Emails were sent to identified local stakeholders to inform them about the 'mural relocation pack'. |
| 16 August 2023 | A meeting was held on-site with the Fitzrovia Business Improvement District to discuss the proposals for the site. |
| 17 August 2023 | The online surveys were updated, allowing people to continue to leave their feedback on the proposals, but informing them that their feedback would not be formally captured in the SCI following this date. |

2.4.

The consultation website and channels of communication remained open following the formal closing of the public consultation. This enabled local residents to find out more about the proposals, as well as raise any further comments or queries they had with members of the project team.

3. STAKEHOLDER ENGAGEMENT

3. STAKEHOLDER ENGAGEMENT

3.1. Prior to the launch of the wider public consultation, Kanda approached identified key stakeholders and ward councillors to discuss the proposals for 16 Whitfield Street & 55 Tottenham Court Road.

3.2. The objective of this primary stakeholder engagement was to identify potential issues as early as possible before the submission of the planning application, as well as use this knowledge to inform the wider communications and engagement approach.

Stakeholder Correspondence

3.3. In July 2023, ahead of wider public consultation, a letter was sent via email on behalf of the Applicant to the ward councillors for Bloomsbury ward. The letter introduced the proposals for the site, and offered a meeting with the project team to discuss the proposals. This letter was sent to:

- Cllr Adam Harrison (Bloomsbury ward)
- Cllr Rishi Madlani (Bloomsbury ward)
- Cllr Sabrina Francis (Bloomsbury ward)

3.4. The letter was also sent to the following identified key local stakeholders and community groups:

- Charlotte Street Residents Association
- Bloomsbury Conservation Areas Advisory Committee
- The Fitzrovia Neighbourhood Association
- The Fitzrovia Partnership BID

Stakeholder Meetings

3.5. The table below outlines the stakeholder meetings that were held and the topics discussed.

| Date | Stakeholder | Topics discussed |
|--------------|--------------------|---|
| 20 July 2023 | Cllr Adam Harrison | <ul style="list-style-type: none"> • Options for retention/ relocation of the murals • Importance of engagement with local residents about the murals • Desire for the M&S supermarket to remain open during construction • Desire for Kirkman Place to be activated and improved |
| 25 July 2023 | Max Neufeld Trust | <ul style="list-style-type: none"> • History of the murals and desire that they be retained in their current location • Architectural considerations |

3. STAKEHOLDER ENGAGEMENT

| Date | Stakeholder | Topics discussed |
|----------------|---------------|--|
| 16 August 2023 | Fitzrovia BID | <ul style="list-style-type: none"> Options for retention/ relocation of the murals Improvements to the public realm Construction impacts Overall supportive of the proposals to bring the empty site back into use |

3.6.

Channels of communication with all stakeholders will remain open, with the Applicant happy to continue meeting with any of the stakeholders following the submission of the application.

4. PUBLIC CONSULTATION PROCESS

4. PUBLIC CONSULTATION PROCESS

4.1. The objective of the consultation process was to inform local residents and businesses about the plans for the redevelopment of the site and allow them with a means to provide their feedback.

4.2. A dedicated project website was launched on **10 July 2023**, at 16whitfieldstreet.co.uk. The website introduced the proposals, hosted the virtual exhibition via a 'Vision Book', gave people the opportunity to leave their feedback and set out how to contact the project team.

4.3. To date, the website has been viewed **154** times by **149** different users.

4.4. The consultation website sought to comply with the latest accessibility regulations for public sector bodies, meaning that users who struggled with language, learning or sight could still participate.

4.5. The consultation website was advertised in the following way:

- A letter was distributed to c. **625** addresses. This introduced local residents to the new proposals for the site, invited them to view the website to learn more about the proposals and leave their feedback via the online survey.

4.6. The distribution area for the flyer can be seen below:



Flyer distribution area

4. PUBLIC CONSULTATION PROCESS

4.7.

Following feedback from local residents and stakeholders, a 'mural relocation pack' was created and shared on the project website, allowing people to view the potential options for the relocation of the murals.

4.8.

A letter was distributed to c. 625 addresses in the same distribution area as shown above, informing them that the mural relocation pack had been shared on the project website, and encouraging them to leave their feedback via the dedicated mural relocation online survey.

Project Contact Methods

4.9.

Throughout the consultation process, a dedicated project email (16whitfieldstreet@kandaconsulting.co.uk) and telephone number (020 3900 3676) were supplied and managed by Kanda Consulting. This gave residents and other key stakeholders the opportunity to speak with the team directly if they had any other queries or comments.

4.10.

The email address and telephone number continue to be managed by Kanda Consulting. Residents and key stakeholders will continue to have opportunity to raise any concerns or questions they have following the submission of a planning application.

4.11.

Both online surveys remain open to allow local residents and businesses to continue to provide their feedback on the proposals and the potential relocation of the murals.

5. PUBLIC CONSULTATION FEEDBACK

5. PUBLIC CONSULTATION FEEDBACK

5.1. Consultation feedback from responses to the survey were gathered and summarised.

5.2. Overall, feedback to the proposals was positive, with respondents agreeing that it was important to bring the empty site back into use, and supportive of the proposals to improve the building’s façade on Tottenham Court Road.

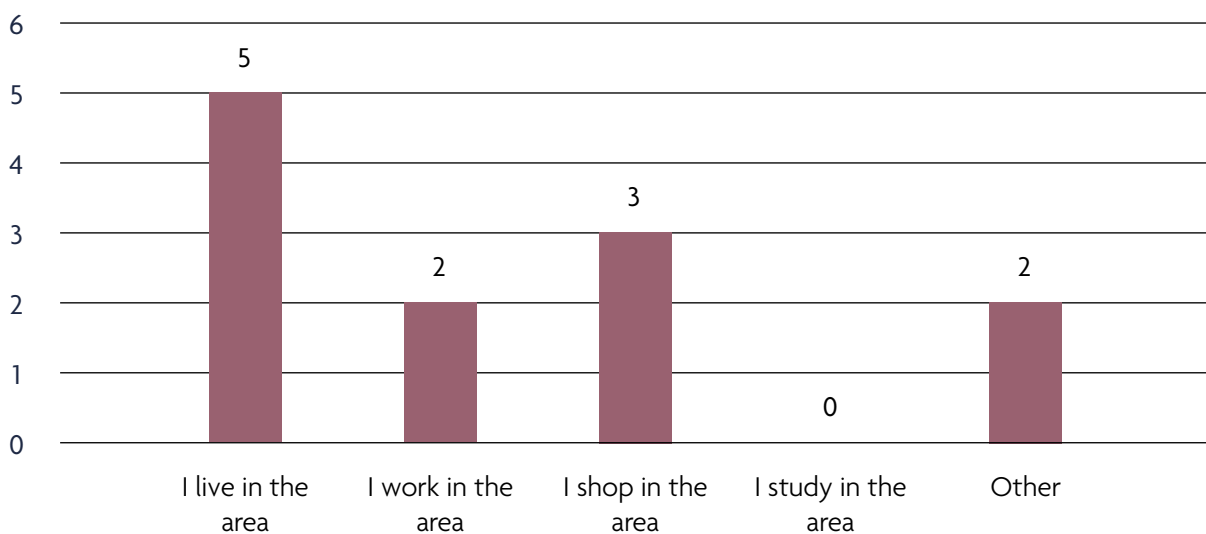
5.3. Where concerns were raised, they tended to be in relation to the mosaic murals on the 16 Whitfield Street façade, with local residents and stakeholders keen to ensure that they were retained or safely relocated.

5.4. Two surveys were hosted via the project website during the public consultation. The first survey related to the proposals for the site, and the second survey related specifically to the potential relocation of the murals.

SURVEY ONE – PROPOSALS FOR 16 WHITFIELD STREET & 55 TOTTENHAM COURT ROAD

5.5. There have been seven responses to this survey relating to the proposals for the site, the results of which are summarised below.

Question1. What is your relationship to the site? (you can choose more than one option)



5. PUBLIC CONSULTATION FEEDBACK

Question2. Were you previously aware of the two existing planning consents for the site?



Question3. We believe we can significantly improve upon the two previous planning consents, as detailed in the Vision Book.

To what extent to you support our ambitions and proposals?



- Responses to this question were mixed, with half of respondents supporting the ambitions of the proposals outlined in the Vision Book, while half of respondents opposed these proposals.

5. PUBLIC CONSULTATION FEEDBACK

Question4. We would like to replace the windowless frontage on Whitfield Street with glazing, helping make the street and the building feel more active and under natural surveillance.

To what extent do you support this?



- Responses to this question were mixed, with half of respondents supporting the replacement of the windowless frontage, while half of respondents opposed these proposals

Question5. We would like to introduce additional massing and improved architecture at first to fourth floors, making better use of the site, supporting more jobs and economic activity, and delivering more affordable workspace.

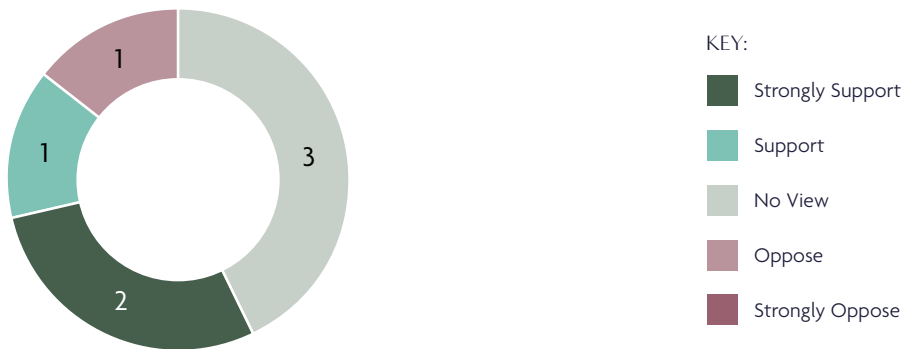
To what extent do you support these changes?



5. PUBLIC CONSULTATION FEEDBACK

Question6. We would like to introduce new terraces to improve amenity and wellbeing for all tenants.

To what extent do you support these changes?



- **Three** respondents indicated that they supported or strongly supported the introduction of new terraces, with only **one** respondent opposing these proposals.

Question7. We would like to make design improvements to the Tottenham Court Road façade, including removing the louvres on the first floor.

To what extent do you support these changes?



- **Five** of the respondents strongly supported or supported the proposals to make design improvements to the TCR façade, with no respondents opposing these proposals.

5. PUBLIC CONSULTATION FEEDBACK

Question8. We would like to improve the sustainability of the proposals, including showers and changing facilities for cyclists, more efficient plant, and solar panels and biodiverse roofs.

To what extent do you support these changes?



- There was a high level of support for this element of the proposals, with **five** of the respondents strongly supporting or supporting the sustainability credentials of the development

Question9. Do you have any other comments, thoughts or questions about our proposals for 16 Whitfield Street and 55 Tottenham Court Road?

- *“Please do not require suspension of resident parking on Whitfield street. Parking is already very limited for residents and suspension of those bays would be very disruptive.”*
- *“Your proposals would make the building too high and oppressive. Either cut out the fourth floor or set it well back from the roads so that it cannot be seen. Also, at present the height of the building aligns with the older buildings to its right on TCR. You should retain that ligament.”*
- *“We have had trouble with noisy parties on terraces in past near this site.”*
- *“Good luck with your development proposals. As long as the noise and other activities (waste related and so forth) associated with construction and operation of the site can be managed sensitively, this will be a welcome improvement to our neighbourhood. Perhaps you could help with sorting out Crabtree Fields - opposite the Whitfield Street entrance at some point? The additional use that would come from the building being occupied could help put pressure on Camden to maintain it to a much higher standard...”*

5. PUBLIC CONSULTATION FEEDBACK

- *“The mosaic artwork you refer to as ‘numerous solid elements’ was commissioned for the local community. Far from being an inactive facade, the residents have appreciated this work for twenty years and feel very strongly that its removal is an act of vandalism to their environment. You should reconsider this aspect of your proposal.”*
- *“The description in your Vision Book of the brilliant mosaic murals on Whitfield Street side as “Numerous solid elements at ground floor create inactive street frontage” as well as the question above that describes it as a “windowless frontage” plus the lack of a photo of the current view from Whitfield Street make for a gross dissimulation and this misleading representation should invalidate this question [number 5] of the consultation. In previous planning applications a commitment was made to keep the mosaics which are a reflection of the park opposite. This is an important point and this survey should not be used as an argument against keeping them. They contribute more positively to the street environment than a characterless glass frontage so should be kept.”*

SURVEY TWO – MURAL RELOCATION OPTIONS

5.6.

The mural relocation options survey has received five responses, the results of which are summarised below:

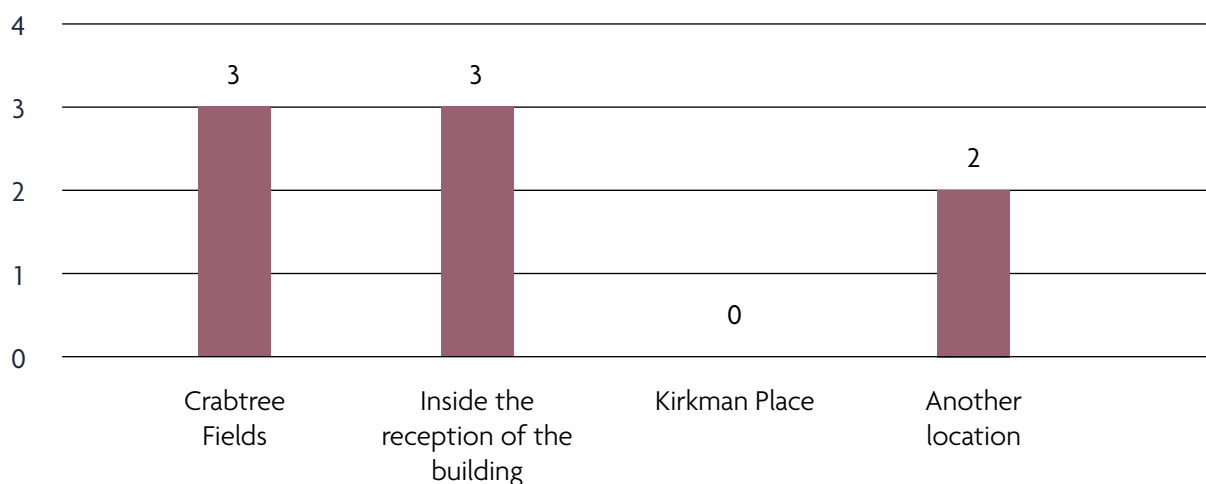
Question1. To what extent do you value the existing murals?



- All **five** respondents indicated that they either highly valued or somewhat valued the murals on 16 Whitfield Street

5. PUBLIC CONSULTATION FEEDBACK

Question2. Which of the options for relocation do you think is acceptable? (you can select more than one option)



- Crabtree Fields and Inside the reception of the building were the most popular responses, receiving **three** votes each.

Additional comments:

- *“Some blank wall in an area with pedestrian footfall.”*
- *“Leave them where they are. They reflect the park opposite. The mosaics are more than stand-alone artworks. They are part of the location itself and created to be like that.”*

Question3. Do you have any comments about the murals and our proposals for relocation?

- *“I support Option 2 (inside lobby) - protected against vandalism, at the original site (more or less), nice artwork for the lobby.”*
- *“I don’t think Kirkman Place works - no-one goes there except to commit a nuisance. I’d be happy with either of the two other proposals.”*
- *“They must be kept!”*
- *“Your proposals are daft ideas. Why does everything beautiful in this neighbourhood get destroyed by people like you. Active frontages, indeed.”*

6. RESPONSES TO FEEDBACK

6. RESPONSES TO FEEDBACK

| Feedback | Responses |
|---|---|
| Concern about the retention of the murals | The Applicant produced and shared a mural relocation pack on the project website, allowing people to provide feedback on these proposed options. The Applicant is proposing that the murals are carefully dismantled intact, and retained and stored; and is committed to supporting the relocation of the murals to Crabtree Fields if this is supported by the London Borough of Camden. |
| Desire for the M&S onsite supermarket to remain open during construction | The M&S onsite will be staying and little / no shutdown is planned during the construction works as they will have a minimal impact on the ground floor of the building. |
| Desire for Kirkman Place to be activated and improved | The minimal nature of the work to the ground floor of the Tottenham Court Road side of the building means that this application has fairly limited scope to activate Kirkman Place. The Applicant will not be altering the ground floor façade to Kirkman Place significantly as the supermarket is likely to remain operational throughout the works. The land at Kirkman Place is also not in the ownership of the Applicant which limits what public realm work the Applicant can contribute to. |
| Request that parking on Whitfield Street is not suspended | <p>During construction the two police parking bays will be used, but other parking spaces on Whitfield Street will not be impacted.</p> <p>Following construction the two police parking bays will be removed and Camden Council will have the option of using the space for resident parking or other uses.</p> |
| Suggestion that the fourth floor should be cut or set well back from the roads so that it cannot be seen | Various massing options have been explored, including options where the fourth floor is cut back. Following a series of discussion and workshops with Camden's planning design officers, it was viewed that the massing and architectural design is the most successful when the fourth floor is flushed with the lower levels below, with a smaller three-storey block to form a 'corner building' to Kirkman Place. |
| Suggestion that the height of the building should continue to align with the old buildings to its right on Tottenham Court Road | Extensive site analysis, including building heights and plot widths along Tottenham Court Road have been undertaken to inform the design. The study demonstrated there is a great variety of building heights along the west side of Tottenham Court Road where the development is located, and that the proposal adds to the streetscape character both at macro and micro level. |
| Concern about noise from parties on terraces | The Applicant is open to discussing restrictions on the hours that terraces can be used. |
| Request for support with improvements to Crabtree Fields | The Applicant is open to discussing how to support improvements to Crabtree Fields, particularly in relation to the relocation of the murals there. |

7. NEXT STEPS

7. NEXT STEPS

7.1.

The Applicant has responded to the issues raised through the planning application and in the comments contained in this statement.

7.2.

The Applicant is committed to continuing to engage with the community, residents and political stakeholders following the submission of a planning application.

7.3.

The online surveys have remained open to allow local residents and businesses to respond to the proposals and share their thoughts on the potential relocation of the murals.

7.4.

The project email and other channels of communication will remain open so that residents and key stakeholders can continue to give their thoughts on the proposals for 16 Whitfield Street & 55 Tottenham Court Road.

8. CONCLUSION

8. CONCLUSION

8.1.

The Applicant sought to engage with local political stakeholders and local residents and the community living close to the site.

8.2.

Consultation activity took place through a 'hybrid' method, with both online and in-person consultation to increase the accessibility of the consultation.

8.3.

Community engagement included a dedicated consultation website with a 'virtual exhibition' where residents could provide their feedback through two online surveys, in-person stakeholder meetings, and letters sent to businesses and residents in a proposed distribution area.

8.4.

Overall, feedback to the proposals was positive, with respondents agreeing that it was important to bring the empty site back into use, and supportive of the proposals to improve the building's façade on Tottenham Court Road.

8.5.

Where concerns were raised, they tended to be in relation to the mosaic murals on the 16 Whitfield Street façade, with local residents and stakeholders keen to ensure that they were retained or safely relocated.

8.6.

To respond to these concerns, the Applicant has shared a 'mural relocation pack' on the project website containing potential options for the relocation of the murals, alongside an online survey, allowing people to share their feedback on these options.

8.7.

The feedback forms have remained open to continue to allow local residents and businesses to respond to the proposals and share their thoughts on the potential relocation of the murals.

8.8.

The Applicant has responded to the issues raised through the planning application and in the comments contained in this report. The Applicant remains committed to engaging with residents and stakeholders throughout the consultation and thereafter, subject to planning permission.

APPENDICES

APPENDIX I – Stakeholder Letter



7 July 2023

Dear Neighbour,

RE: Global Holdings' plans for the redevelopment of 55 Tottenham Court Road and 16 Whitfield Street.

I am writing on behalf of Global Holdings regarding their proposed redevelopment of the site at 55 Tottenham Court Road and 16 Whitfield Street.

Global Holdings Management Group is an international alliance of real estate asset management and investment advisory companies and have extensive experience of developing in Camden having recently completed the refurbishment of Lynton House, 7-12 Tavistock Square and 22 Endell Street. Global Holdings recently received approval of Camden's Planning Committee for the redevelopment of 100 Grays Inn Road.

Global Holdings recently acquired 55 Tottenham Court Road and 16 Whitfield Street from Aquila Holdings and are committed to refurbishing and improving the buildings on the site, delivering new affordable workspace, ground floor retail space and making improvements to the Tottenham Court Road façade. The proposals also include improved cycle storage provision, new terraces to improve amenity and wellbeing for all tenants, and solar panels and biodiverse roofs for the building's rooftops.

To find out more, please visit our website: 16whitfieldstreet.co.uk and take a look at our 'Vision Book' which sets out the proposals. Please share your thoughts using the online feedback form. The closing date for feedback is **Monday 24 July**.

If you have any questions, or need a printed copy of the vision book and feedback form to be sent to you, please get in touch by emailing 16whitfieldstreet@kandaconsulting.co.uk or calling **020 3900 3676**.

Yours sincerely,

16 Whitfield Street Consultation Team

Email: 16whitfieldstreet@kandaconsulting.co.uk
Phone: 020 3900 3676

APPENDIX II – Project Website



WELCOME

Welcome to the consultation website for Global Holdings' proposals for the redevelopment of 16 Whitfield Street and 55 Tottenham Court Road.

Global Holdings are seeking to retain and reuse the majority of the existing building, remove the basement level car parking, keep the ground floor retail space, and make improvements to the building's facade on Tottenham Court Road.

Please view the Vision Book below to find out more information about our proposals.

Vision Book

The vision book was updated on 18 July 2023 to reflect updates to the design of the proposals.

16 Whitfield Street

Thank you for taking the time to provide your thoughts on the future of 16 Whitfield Street and 55 Tottenham Court Road. Your information will be confidentially stored and used only in relation to the project. Information from surveys completed before 17 August has been used for the Statement of Community Involvement in the planning application, but we continue to welcome people's feedback on our proposals for 16 Whitfield Street.

[Start](#) press Enter

Please also take a look at our proposals for the relocation of the murals at 16 Whitfield Street, and share your feedback on the different options via the online survey.

16 Whitfield Street – Mural Relocation

16 Whitfield Street Murals

Thank you for taking the time to provide your thoughts on the future of the murals at 16 Whitfield Street. Your information will be confidentially stored and used only in relation to the project. Information from surveys completed before 17 August has been used for the Statement of Community Involvement in the planning application, but we continue to welcome people's feedback which will help us develop our ideas about the future of the murals.

[Start](#) press Enter



THE SITE

Current site

The existing site is located between Whitfield Street and Tottenham Court Road in Fitzrovia in the London Borough of Camden, and is located within the Central Activities Zone (CAZ).

The building is dual-aspect with shops fronting onto Tottenham Court Road. A former British Transport Police Station fronts onto Whitfield Street, with office space spanning above. The old Police Station is currently untenant and stands empty.



OUR PROPOSALS

Our objectives

Please view our vision book below to find out more details about our proposals for 16 Whitfield Street and 55 Tottenham Court Road.



Retain and reuse the majority of existing building fabric



Reconfiguration of plant areas to a more energy-efficient layout



New terraces to improve amenity and wellbeing for all tenants



Improved cycle storage provision and other amenities for tenants including showers and changing facilities



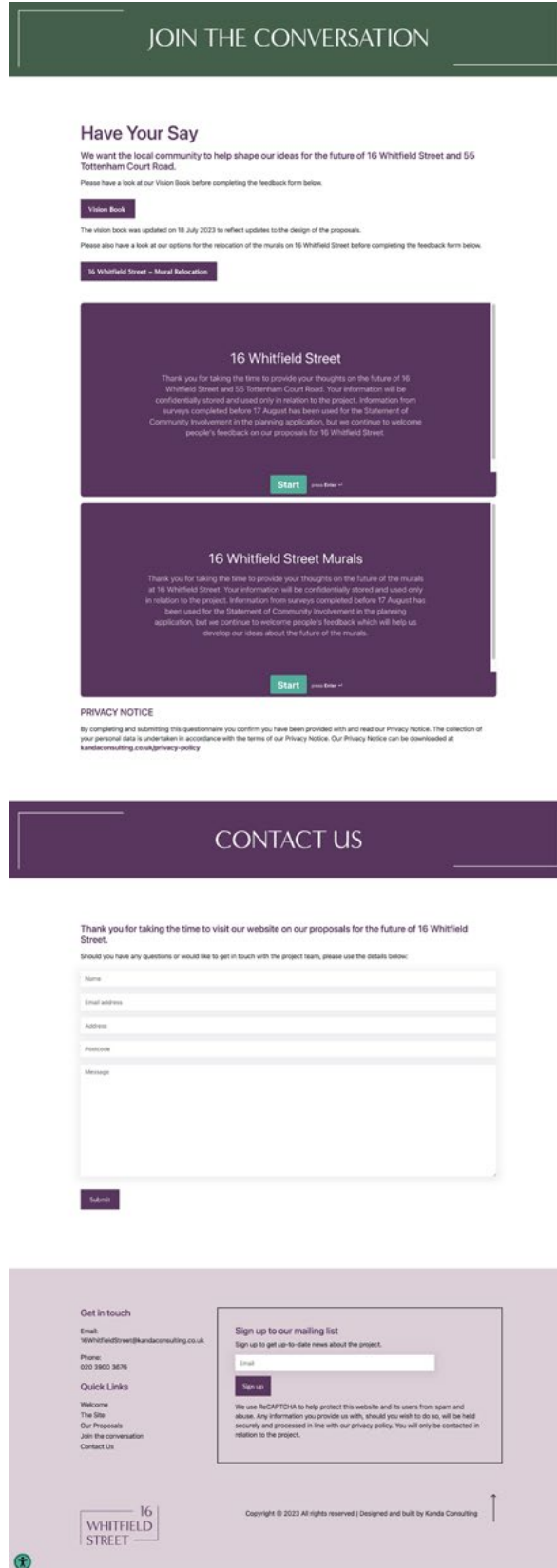
Deliver 255 sqm of affordable workspace



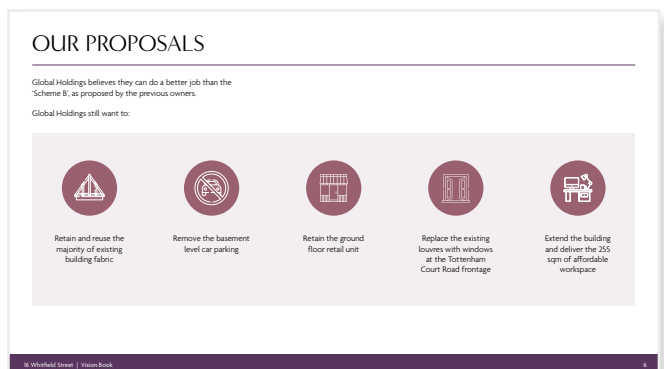
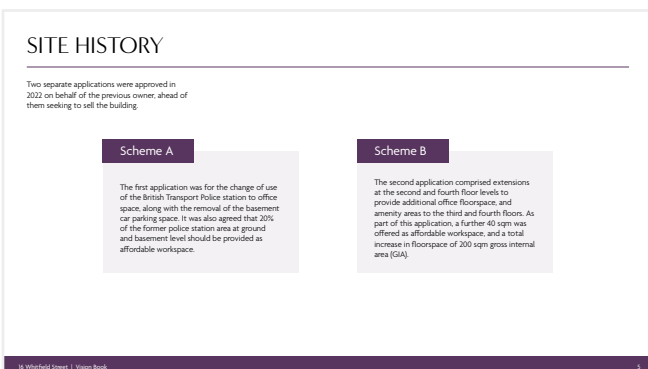
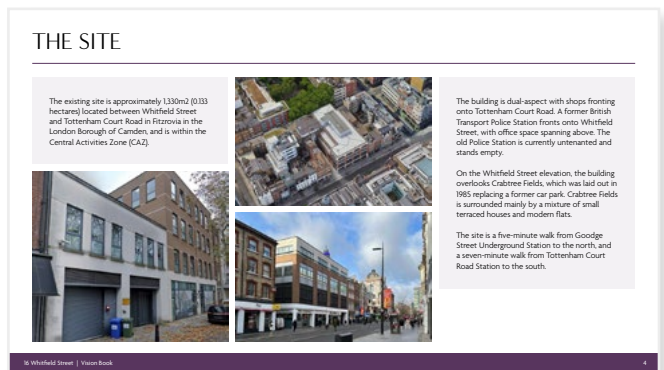
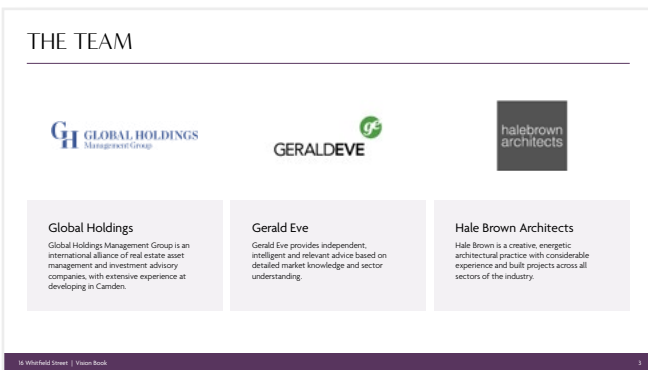
Retain the ground floor retail unit

[Vision Book](#)

APPENDIX II – Project Website



APPENDIX III – Vision Book



APPENDIX III – Vision Book

OUR PROPOSALS

Global Holdings is considering the following improvements to the existing application:

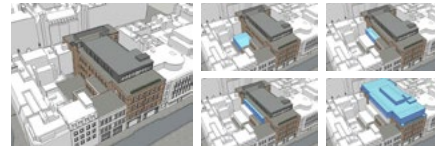
- A replacement office frontage on to Whitfield Street to replace the windowless frontage with glazing, helping make the street and the building feel more active and under natural surveillance
- Improvements to the Tottenham Court Road facade
- Additional massing and improved architecture at first to fourth floors, making better use of the site, supporting more jobs and economic activity, and delivering more affordable workspace
- Improved cycle storage provision and other amenities for tenants including showers and charging facilities
- Reconfiguration of plant areas to a more energy-efficient layout
- New terraces to improve amenity and wellbeing for all tenants



16 Whitfield Street | Vision Book

7

ADDING EXTENSIONS AND TERRACES



West View - Covered Terrace

West View - Proposed additional Newing Highlight



First floor

Second floor

Third floor

Fourth floor

We are proposing to add extensions throughout the building to improve and enhance the usability of the building.

- The remaining area of the existing first floor flat roof is proposed to be infilled to create additional usable office with a new rooflight above
- On the first and second floor, 2.5m deep, 250sqm terraces will be cut into the Whitfield Street elevation, overlooking Crabtree Fields to provide extra amenity space
- On the third floor, a new south facing terrace is proposed for the Kirkman Place elevation
- Extending the fourth floor and adding a 95sqm south-facing terrace will make use of the views looking down Tottenham Court Road

16 Whitfield Street | Vision Book

8

TOTTENHAM COURT ROAD IMPROVEMENTS

The existing Tottenham Court Road elevation has a number of design issues that we are seeking to address.

- The new facade onto Tottenham Court Road will include a smartened-up shop-front for the remaining Marks & Spencer
- The brickwork on the third floor will be made to match that of the existing second floor brickwork and other surrounding buildings, helping to integrate the building into the area
- The new top floor will be set back from the rest of the building, with a different materiality but still linking with the facade below

Overall, the new facade will create depth and visual interest from street-level, provide more activity onto Tottenham Court Road, and increase the amount of daylight for office users.



Existing Tottenham Court Road elevation



Proposed Tottenham Court Road elevation

16 Whitfield Street | Vision Book

9

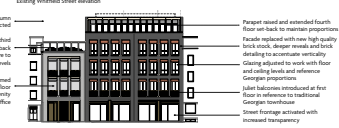
WHITFIELD STREET IMPROVEMENTS

Whitfield Street is very different in character to Tottenham Court Road in terms of scale, materiality and activity, with buildings being of a more varied mixture of styles.

- The existing elevation has a number of design issues, with the building appearing as two separate buildings of different scales, despite sharing a ground-floor plinth.
- New terraces are proposed at all floors along Whitfield Street to make use of the park views onto Crabtree Fields
- The cobbled paving and dropped curve currently used for vehicle access would be removed and replaced with paving for pedestrian use
- The facade will be replaced with new, high-quality brick, while the design will still define the two separate buildings
- The two large roller shutters will be removed to make the ground floor frontage appear more open
- The solid ground floor frontage will be replaced with glazing to increase transparency and activation



Existing Whitfield Street elevation



Proposed Whitfield Street elevation

16 Whitfield Street | Vision Book

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AMENITY IMPROVEMENTS



We are adding a number of improvements for users of the affordable workspace and office space.

- These include:
 - 70 long-stay cycle spaces and 10 short-stay spaces in the space previously occupied by the car park ramp
 - Six self-contained shower cubicles, with charging space, lockers, drying room and a towel service
 - New terraces throughout the building providing outdoor spaces for office and affordable workspace users
 - Solar panels and biodiverse roofs for the rooftop



16 Whitfield Street | Vision Book

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APPENDIX IV – Neighbour Letter



7 July 2023

Dear Neighbour,

RE: Global Holdings' plans for the redevelopment of 55 Tottenham Court Road and 16 Whitfield Street.

I am writing on behalf of Global Holdings regarding their proposed redevelopment of the site at 55 Tottenham Court Road and 16 Whitfield Street.

Global Holdings Management Group is an international alliance of real estate asset management and investment advisory companies and have extensive experience of developing in Camden having recently completed the refurbishment of Lynton House, 7-12 Tavistock Square and 22 Endell Street. Global Holdings recently received approval of Camden's Planning Committee for the redevelopment of 100 Grays Inn Road.

Global Holdings recently acquired 55 Tottenham Court Road and 16 Whitfield Street from Aquila Holdings and are committed to refurbishing and improving the buildings on the site, delivering new affordable workspace, ground floor retail space and making improvements to the Tottenham Court Road façade. The proposals also include improved cycle storage provision, new terraces to improve amenity and wellbeing for all tenants, and solar panels and biodiverse roofs for the building's rooftops.

To find out more, please visit our website: 16whitfieldstreet.co.uk and take a look at our 'Vision Book' which sets out the proposals. Please share your thoughts using the online feedback form. The closing date for feedback is **Monday 24 July**.

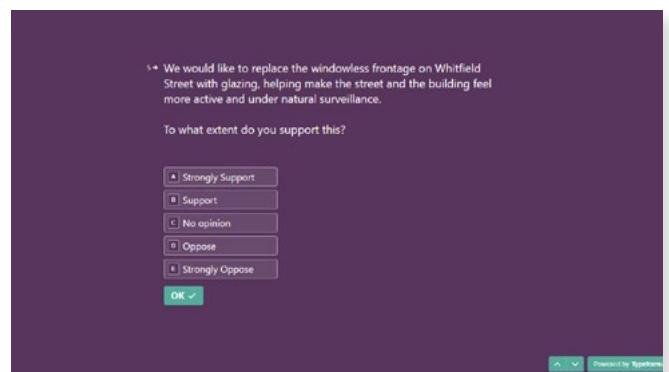
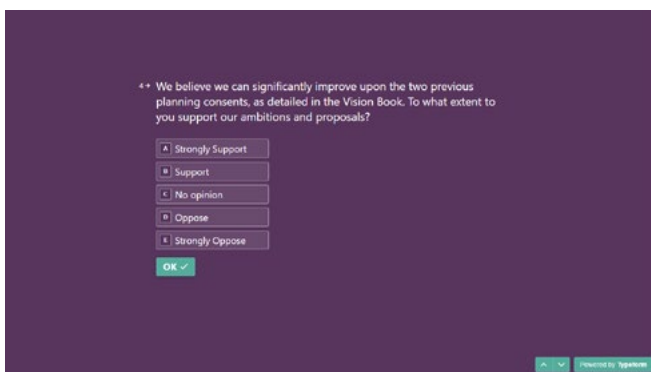
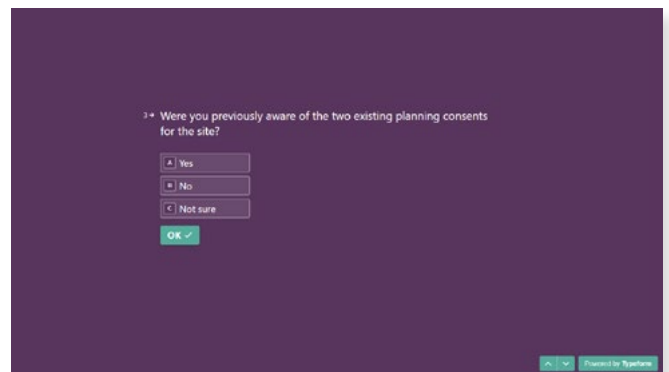
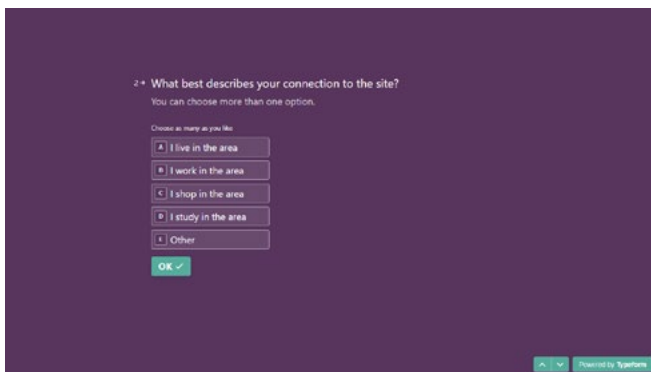
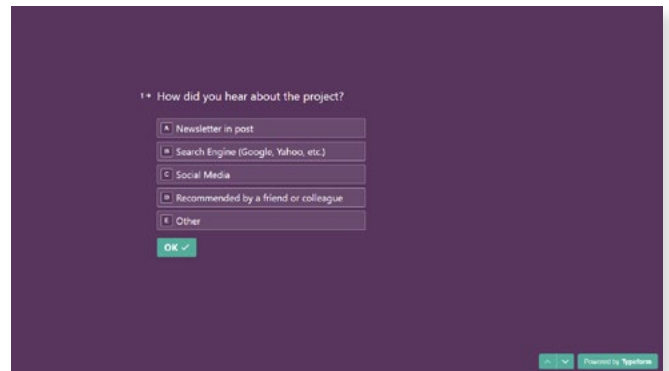
If you have any questions, or need a printed copy of the vision book and feedback form to be sent to you, please get in touch by emailing 16whitfieldstreet@kandaconsulting.co.uk or calling **020 3900 3676**.

Yours sincerely,

16 Whitfield Street Consultation Team

Email: 16whitfieldstreet@kandaconsulting.co.uk
Phone: 020 3900 3676

APPENDIX V – Online Survey



APPENDIX V – Online Survey

6* We would like to introduce additional massing and improved architecture at first to fourth floors, making better use of the site, supporting more jobs and economic activity, and delivering more affordable workspace.

To what extent do you support these changes?

A Strongly Support

B Support

C No opinion

D Oppose

E Strongly Oppose

Powered by Typeform

7* We would like to introduce new terraces to improve amenity and wellbeing for all tenants.

To what extent do you support these changes?

A Strongly Support

B Support

C No opinion

D Oppose

E Strongly Oppose

Powered by Typeform

8* We would like to make design improvements to the Tottenham Court Road façade, including removing the louvres on the first floor.

To what extent do you support these changes?

A Strongly Support

B Support

C No opinion

D Oppose

E Strongly Oppose

Powered by Typeform

9* We would like to improve the sustainability of the proposals, including showers and changing facilities for cyclists, more efficient plant, and solar panels and biodiverse roofs.

To what extent do you support these changes?

A Strongly Support

B Support

C No opinion

D Oppose

E Strongly Oppose

Powered by Typeform

10* Do you have any other comments, thoughts or questions about our proposals for 16 Whitfield Street and 55 Tottenham Court Road?

Type your answer here...

Powered by Typeform

11* If you would like to be kept up to date on the proposals for 16 Whitfield Street, please provide your details below. You are not required to enter in every field.

First name

Last name

Email

Powered by Typeform

APPENDIX V – Online Survey

12* How old are you?

- A Under 18
- B 18-24
- C 25-34
- D 35-44
- E 45-54
- F 55-64
- G 65+
- H I prefer not to say

13* Which of the following most accurately describe(s) you?

Choose as many as you like

- A Female
- B Male
- C Transgender
- D Non-binary
- E Prefer not to say
- F Other

14* How would you describe your ethnic group?

- A Asian or Asian British
- B Black or Black British
- C Mixed
- D White
- E Other

15* Do you consider yourself to be a disabled person?

- A Yes
- B No
- C I prefer not to say

16* To help us make sure we are talking to local people it would be helpful to have your postcode:

Type your answer here...

APPENDIX VI – Mural Relocation Survey

16 Whitfield Street Murals

Thank you for taking the time to provide your thoughts on the future of the murals at 16 Whitfield Street. Your information will be confidentially stored and used only in relation to the project.

Start press Enter or ↵

1* To what extent do you value the existing murals?

Highly value

Somewhat value

Do not value

No opinion

OK ✓ press Enter or ↵

2* Which of the options for relocation do you think is acceptable?
You can select more than one option

Choose as many as you like

Crabtree Fields (subject to necessary consents from Camden Council)

Inside the reception of the building

Kirkman Place

Another location

OK ✓ press Enter or ↵

3* If you answered 'Another location' to the previous question, please let us know where you think would be a suitable location for the murals.

Type your answer here...

OK ✓ press Enter or ↵

4* Do you have any comments about the murals and our proposals for relocation?

Type your answer here...

OK ✓ press Enter or ↵

5* If you would like to be kept up to date on the proposals for 16 Whitfield Street, please provide your details below. You are not required to enter in every field.

First name
Jane

Last name
Smith

Email
name@example.com

OK ✓ press Enter or ↵

APPENDIX VI – Mural Relocation Survey

6* How old are you?

- A Under 18
- B 18-24
- C 25-34
- D 35-44
- E 45-54
- F 55-64
- G 65+
- H I prefer not to say

OK ✓

Powered by Typeform

7* Which of the following most accurately describe(s) you?

Choose as many as you like

- A Female
- B Male
- C Transgender
- D Non-binary
- E Prefer not to say
- F Other

OK ✓

Powered by Typeform

8* How would you describe your ethnic group?

- A Asian or Asian British
- B Black or Black British
- C Mixed
- D White
- E Other

OK ✓

Powered by Typeform

9* Do you consider yourself to be a disabled person?

- A Yes
- B No
- C I prefer not to say

OK ✓

Powered by Typeform

10* To help us make sure we are talking to local people it would be helpful to have your postcode:

Type your answer here...

Submit

Powered by Typeform

APPENDIX VII – Mural Relocation Letter



7 July 2023

Dear Neighbour,

RE: Proposals for the relocation of the murals on 16 Whitfield Street

We previously wrote to you regarding Global Holdings' proposals for the redevelopment of the site at 55 Tottenham Court Road and 16 Whitfield Street.

Global Holdings is seeking to redevelop 16 Whitfield Street – the former British Transport Police Station opposite Crabtree Fields.

The Police Station was designed with two large mosaic murals which take up a large part of the ground floor frontage. These were placed in front of police station functions like cells. The mosaics reflect the trees and parkscape of Crabtree Fields opposite.

When The BTP moved out of the building due to operational issues, the previous owner was granted change of use from Police Station to Use Class E, then sold the building. Global Holdings, who are the new owners, are looking to refurbish the current building to make it a proper office building, and wants to open up the ground floor frontage to let light into the building, activate the street and generally improve the appearance.

Following initial public consultation we have learnt that some local residents value the murals and would like to see them retained.

We have published a new information pack exploring some of the options for relocating the murals and would love to hear your views.

To view the information pack, and to find out more about our proposals for the site, please visit our website, 16whitfieldstreet.co.uk. Here, you can also share your thoughts on the proposed relocation of the murals via our online survey.

If you have any questions, or need a printed copy of the information pack and feedback form to be sent to you, please get in touch by emailing 16whitfieldstreet@kandaconsulting.co.uk or calling **020 3900 3676**.

Yours sincerely,

16 Whitfield Street Consultation Team

Email: 16whitfieldstreet@kandaconsulting.co.uk
Phone: 020 3900 3676



STATEMENT OF COMMUNITY INVOLVMENT

August 2023