

22 December 2023

Delivered via Planning Portal (Ref: PP-12685840)

Planning - Development Control
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Ref: STOL3004

Dear Sir/ Madam,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

APPLICATION FOR A NON-MATERIAL AMENDMENT TO AMEND PLANNING PERMISSION REF. 2020/3798/P (AS AMENDED) (UNDER SECTION 96A OF THE TOWN AND COUNTRY PLANNING ACT 1990 AS AMENDED) – INSTALLATION OF SECONDARY GATE

31-37 WHITFIELD STREET, LONDON W1T 2SF

We write to you on behalf of our client, Virgin Management Limited (hereafter: the 'Applicant'), to submit an application (under S96 of the Town and Country Planning Act 1990) to London Borough of Camden ('LB Camden') to make a non-material amendment to planning permission ref. 2020/3798/P (as amended) at 31-37 Whitfield Street, London, W1T 2SF ('the site'). The proposed amendment is outlined in detail below.

THE SITE

The building is comprised of a five-story block fronting onto Whitfield Street and another two-storey lower pavilion block fronting onto Charlotte Street. The boundary of the site occupies the centre of an urban block formed by Whitfield Street, Charlotte Street, Scala Street and Goodge Street.

Given that the site is located within the Central Activities Zone (CAZ), the surrounding area is characterised by a mix of town centre uses (such as residential, offices, commercial, retail, restaurants, bars and cultural venues).

The site is located within the Charlotte Street Conservation Area. Although the building itself is not listed, the site is in proximity to a number of nationally listed and locally listed buildings. This includes the Grade II Listed Pollocks Toy Museum (approx. 50m to the northeast) and the Grade II Listed 2-8 Goodge Street (approx. 80m to the east).

Brownlow Yard
12 Roger Street
London
WC1N 2JU

T 020 7851 4010 turley.co.uk



Figure 1: Site and Surroundings (Source: White Red Architects)

APPROVED PROPOSALS

LB Camden granted planning permission (ref. 2019/6274/P) for the following development on 06 March 2020 for:

“External alterations to existing office building including reconfiguration of front and rear entrances, additional plant at roof level and creation of terrace areas to the rear at second floor level and to the front at fourth floor level.”

Following the grant of the original permission, an application for minor material amendments (ref: 2020/3798/P) under Section 73 of the Town and Country Planning Act 1990 (as amended) was approved on 29 October 2020 for:

“Variation of condition 3 (approved plans) of planning permission reference 2019/6274/P dated 06/03/2020 (for External alterations to existing office building including reconfiguration of front and rear entrances, additional plant at roof level and creation of terrace areas to the rear at second floor level and to the front at fourth floor level), namely involving an increase in height of the approved roof plant enclosure and minor external alterations including changes to the design of approved front entrance.”

Following Virgin’s acquisition of the site in 2022, an application for non-material amendments (ref. 2022/5256/P) to the extant planning permission ref: 2020/3798/P (as amended) was made under Section 96A of the Town and Country Planning Act 1990 (as amended), namely to alter the design of the approved Charlotte and Whitfield Street entrances and to omit the approved staircase extension at roof level. The changes were proposed as part of our client’s high-quality fit out plans for the building head of occupation. The NMA application was approved on 15 February 2023.

PROPOSED NON-MATERIAL AMENDMENTS

Since grant of permission (ref. 2019/6274/P), the Applicant has acquired the site with the intention to use it as its global headquarters and comprehensively refurbish the building in line with the approved proposals set out above. Following a detailed design review, a small-scale alteration to the approved proposals (as amended) are necessary to facilitate the Applicant’s long-term occupation of the entire site in 2023.

The proposed amendment is as follows:

Installation of secondary gate

In line with the consented scheme, the non-material amendment seeks to install new a secondary inner gate within the private demise of the site, which will be accommodated within previously consented 'goalpost' portal frames. Following further design review some level of concern has been raised around safety and the need to minimise opportunity for anti-social behaviour in the private entrance due the current open nature of the access. Accordingly, the Applicant's Architect has designed a bespoke, high quality secondary entrance gate to help manage access and entry into what is private spaces.

Due to the height of the proposed gate at approx. 3m, this proposal does not benefit from deemed consent as set out in the General Permitted Development Order 2015 – Class A, as it exceeds the threshold of 2m in height.

The proposed design and materiality are considered to respect the architectural character of the host building as well as the approved, bold design approach for the private secondary entrance to the building (which sensitively align with the Applicant's internationally recognised branding). The proposed secondary gate is internal and not visible from the public realm and therefore would have a negligible impact upon character and appearance of the Conservation Area, host building and the visual amenity of the neighbouring residential properties.

Overall, the proposed gate will follow the same design principles as per the approved scheme and when considered in the context of the wider planning permission, the extent and scale of changes proposed should be considered non-material.



Figure 3: Approved and Proposed Charlotte Street Entrance (Source: Design and Access Statement, prepared by White Red Architects)

SUMMARY

Overall, the application seeks to make a small scale amendment to the approved proposals as part of Applicants' relocation of its global headquarters (a significant investment in the Borough).

Given the limited nature of the proposed amendments, when considering their scale against the wider approved proposals, the proposed changes are considered 'non-material' and therefore can be determined via a S96a application to the extant planning permission (ref. 2020/3798/P) (as amended).

SUBMISSION DOCUMENTS

The S96a planning submission is made via Planning Portal (Ref: PP- 12685840) and is accompanied by the following documents:

- Application Form and Ownership Certificates;
- Site Location Plan (ref. 5447_PL_501), prepared by White Red Architects;
- Site/ Block Plan (ref. 5447_PL_500), prepared by White Red Architects;
- Consented Ground Floor Plan under 2022/5256/P (as amended by NMA ref. 2022/5256/P) (ref. 5447_00_100), prepared by White Red Architects;
- Proposed plans, prepared by Red White Architects:
 - Proposed Ground Floor Plan (ref. 5447_PL_900);
 - Proposed Section 1 (ref. 5447_PL_901);
 - Proposed Section 2 (ref. 5447_PL_902);
- Drawing Register, prepared by White Red Architects; and
- Design and Access Statement, prepared by White Red Architects.

The requisite fee of £357.00 has been paid via Planning Portal.

We trust that the information provided sufficient to enable the council is to validate and permit this application for the approval of non-material amendments and look forward to receiving confirmation of this at the earliest opportunity. In the meantime, please contact my please contact my colleague Sam Brown (samuel.brown@turley.co.uk) or myself at these offices if you have any queries.

Yours sincerely



Kinari Tsuchida
Assistant Planner

kinari.tsuchida@turley.co.uk