

Development Management
Regeneration and Planning
London Borough of Camden
5 Pancras Square
London
N1C 4AG

18th September 2024

Dear Sir/Madam,

Maple House, 149 Tottenham Court Road, London, W1T 7NF

Background

On behalf of our client, Lazari Properties 7 Limited, please find enclosed an application request for the following development:

Replacement of the existing soffit and lighting to the main ground floor entrance and replacement of the existing 'Maple House' signage adjacent to the office entrance.

In support of this application, please find enclosed the following documentation:

- Design and Access Statement, by MoreySmith;
- Site Location Plan, by MoreySmith;
- Existing and Proposed Drawings, by MoreySmith

Site and Surroundings

Maple House is an island site surrounded by Tottenham Court Road to the west, Beaumont Place to the north and east and Grafton Way to the south. The Site is arranged over four principal buildings around the perimeter of the block with a large central courtyard at first floor level.

Block A (the western block fronting onto Tottenham Court Road) and Block B (the northern block fronting Beaumont Place) are in office use at upper levels with retail and active uses fronting Tottenham Court Road at ground floor level. The southern block along Grafton Way is in residential use, whilst the eastern block contains a mixture of residential use and UCLH functions.

Fitzroy Square Conservation Area is located to the west of the Site on the opposite side of Tottenham Court Road and Bloomsbury Conservation Area is located to the south of Grafton Way. The Site is not located within a Conservation Area and is not listed or locally listed.

The building was designed by Sir Richard Seifert & Partners, and completed in 1976. The building is one of Seifert's lesser known works and was built for furniture empire Maple's. It is understood that the Council consider Maple House to make a positive contribution to the area. However, the building is not a designated or non-designated heritage asset.

Planning History

The building was completed in 1976 although the original planning application details are not available on Camden's online planning register. Since this time there have been numerous applications for minor works, including a change of use of the upper floors from the building's previous showroom/retail use to office, in addition to signage applications, and other works of a minor nature.

Since 2022, CBRE have secured planning permission on behalf of Lazari for the following works which secure the future of Maple House as a high quality workspace.

LPA REFERENCE	DESCRIPTION OF DEVELOPMENT	DETERMINATION DATE
2021/4823/P	Alterations to office entrance with associated external alterations at ground floor.	Approved: 24/06/2022
2021/6225/P	Replacement of glazing to lift lobby, external courtyard landscaping with two pavilions, and PV panels on roof	Approved: 07/06/2023
2022/1362/P	Alterations to the rear vehicular entrance comprising a separate pedestrian and cycle entrance from Beaumont Place.	Approved: 12/10/2022
2023/1468/P	Alteration to office frontage and installation of mosaic tile icons to curved walls along Beaumont Place East. <i>Associated Advertisement Consent secured under LPA Ref: 2023/1931/A</i>	Approved: 25/09/2023
2023/5050/P	Installation of replacement windows and doors at levels 1, 2 and 3 of the Beaumont Place (North) and Tottenham Court Road (West) facades.	Approved: 26/04/2024
2023/5312/P	Installation of a generator flue, on the internal flank elevation of Block B terminating at roof level.	Approved: 03/07/2024
2023/5313/P	Enhancements to Beaumont Place ground floor elevation, basement car park entrance, including new signage, and the conversion of flat roof areas at Levels 1 and 3 to landscaped terraces.	Approved: 13/05/2024
2024/0431/P	Installation of a x2 gates located in the north east and south west corners of the internal podium courtyard and replacement of the existing window with new door.	Approved: 01/05/2024
2024/1965/P	Variation of Condition 4 (hours of use of the terraces) of Planning Permission ref 2023/5313/P dated 13/05/2024 for Enhancements to Beaumont Place ground floor elevation, basement car park entrance, and the conversion of flat roof areas at Levels 1 and 3 to landscaped terraces.	Approved: 30/08/2024
2024/0581/P	Conversion of caretaker's flat, plant room, and other ancillary space at Level 08 within Block A (Tottenham Court Road facing building) to provide additional office space with a terrace, and rationalisation of the plant equipment to roof space of Block B (Beaumont Place facing building) including installation of new plant enclosure.	Approved: 20/06/2024

Site Designations

The Site is subject to the following planning designations:

- Central Activities Zone;
- Central London Area;
- Tottenham Court Road Central London Frontage (Primary);
- Fitzrovia Action Plan Area;
- Crossrail 2 Safeguarding Area; and
- London View Management Framework (LVMF) strategic viewing corridor from Parliament Hill Oak Tree to the Palace of Westminster (View 2B.1).

Proposals

This application proposes the following:

- Replacement of existing external soffit finish and lighting by ground floor office entrance on Tottenham Court Road
- Replacement of existing 'Maple House' signage adjacent to office entrance

Design

Since changes to the main entrance have been carried out, which include a full height glazed façade which creates a more open arrival experience for tenants and visitors to the building, in order to complement this arrival point, changes are proposed to the soffit under the existing canopy.

The current soffit fails to define the entrance adequately and the lighting within the ceiling void is lost behind the mesh ceiling. The existing white metal meshing soffit, fluorescent tube lighting and perimeter of granite stone soffit will be carefully removed to allow for the new soffit to be installed at the same level.

A 'light box' is proposed to the soffit above the office entrance. This will help define the reception and provide an even distribution of light across the entrance area. The soffit of the canopy will have lightbox panels in front of the glazing and solid metal patterned panels in front of the solid elements of the facade. The perforation pattern takes reference from the existing feature column within the corner of the reception area.

The existing 'Maple House' metal signage above the entrance lacks contrast with the granite cladding and is proposed to be replaced. The new signage will provide a contrast to the stone cladding whilst being a subservient addition to the building.

The proposals will preserve the character of the host building and will be of the highest standard of design, material and detail, in line with policies D1 and D4 of the Camden Local Plan.

Conclusion

Overall, it is considered that the proposals are compliant with the development plan and should be approved accordingly.

We trust that you have all the necessary information to validate and duly determine the planning application. Should you wish to discuss any aspect of the submission then please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'A Garcia', with a long horizontal stroke extending to the right.

Adam Garcia MRTPI | Associate Director
CBRE Ltd | UK Development – Planning

For and on behalf of Lazari Investments