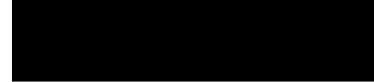




**GERALDEVE**  
A NEWMARK COMPANY

One Fitzroy 6 Mortimer Street  
London W1T 3JJ



London Borough of Camden  
Planning and Borough Development  
5 Pancras Square c/o Judd Street  
London  
WC1H 9JE

**Our ref: NFD/AKG/GCA/U0025480**

**Your ref: PP-13351465**

29 November 2024

Dear David

**Town and Country Planning Act 1990 (as amended)**  
**125 Shaftesbury Avenue, London, WC2H 8AD**  
**Application for Full Planning Permission (MAJOR)**

We write on behalf of our client, VREF Shaftesbury SCS ('the Applicant'), to apply for full planning permission in respect of the Proposed Development at 125 Shaftesbury Avenue, London, WC2H 8AD ('the Site').

Full planning permission is sought for the following:

**"Remodelling, refurbishment and extension of the existing building to provide Use Class E commercial and retail space, amenity terraces, a new public route, relocated entrances, cycle parking, servicing and rooftop plant along with associated highway, landscaping and public realm improvements and other associated works."**

#### **Background**

The application is being brought forward by a joint venture between Edge and Mitsubishi Estate London Limited, known as 'VREF Shaftesbury SCS'.

Edge and Mitsubishi Estate London Limited have a proven track record of delivering exemplary commercial, mixed-use developments across London.

#### **Need for Proposed Development**

The Site presents an exciting opportunity to substantially improve and intensify the commercial, office and retail floorspace at this key location, whilst also delivering a wide range of substantial public benefits, including:

### *Environmental*

- i. Target circa 75% structural retention;
- ii. On-floor air handling units (AHUs) and heat pump-led 100% electric HVAC systems facilitating long-term operational decarbonisation;
- iii. Delivering improved permeability across the Site and new connections to the neighbourhoods and communities in the immediately surrounding area. Create greater permeability and safe pedestrian routes through the development, that will increase walkability in the area, including the re-establishment of Little Compton Street and the reduction of anti-social behaviour;
- iv. Provision of cycle and runner-commuter facilities to encourage sustainable transport options such as cycling and walking to reduce pollution from transport;

### *Social*

- v. Provision of high-quality community space at ground floor level for local community use, overlooking and complementing the Phoenix Garden and the new public realm to be created on this part of The Site;
- vi. Potential to work with Redemption Roasters or Sign Language Coffee Bar or similar to run a future coffee shop within the building;
- vii. Working with local charity, Rhythms of Life, for potentially re-using the existing building kitchen equipment to support food for the homeless at St Martins-in-the -Fields;
- viii. Improvement to the public realm, delivering increased safety features to deter anti-social behaviour and activating the street frontages, creating vibrancy and vitality at The Site;

### *Economic*

- ix. The creation of a significant number of jobs, including 225 during the construction phase first targeted at Camden residents and then via Central London Forward;
- x. Approximately £450,000,000 GVA per year through direct and indirect impact during the operation phase including £327,000,000 spent per year within Camden;
- xi. An estimated 3,248 full time jobs throughout London including 2,165 direct on-site jobs in Camden and 1,083 indirect jobs supported across London; and
- xii. Affordable workspace provision.

### **Pre-Application Discussions**

The Proposed Development has been subject to extensive pre-application discussions with LB Camden for approximately 9 months. The design team have discussed the Proposed Development at a series of pre-application meetings and workshops with Officers in respect of design, land use, transport, social value, townscape and heritage, servicing and deliveries and sustainability. LB Camden's Design Review Panel have also been consulted during the pre-application period.

Community consultation has also been undertaken and has been ongoing with local community members, businesses and interested third parties throughout the pre-application period. The methods of this consultation are detailed within the submitted Statement of Community Involvement, prepared by Kanda.

The Applicants are committed to continual, ongoing discussions with their local community and neighbours throughout the planning process and into the construction and operational phases of the Proposed Development.

## Conclusion

It is considered that the Proposed Development delivers the objectives of the Development Plan with due regard to relevant statutory legislation. Accordingly, it meets the objectives and aspirations of LB Camden. On this basis, we consider that planning permission should be granted.

## Application Enclosures

In support of this application for planning permission, a full package of documents has been prepared. As agreed with Officers, we enclose the following documents:

- i. Design and Access Statement, prepared by DSDHA;
- ii. Application Form;
- iii. Community Infrastructure Levy (CIL) Form;
- iv. Noise Impact Assessment Report, prepared by Hann Tucker;
- v. Air Quality Assessment & Air Quality Neutral Assessment, prepared by TetraTech;
- vi. Arboricultural Impact Assessment, prepared by Tree:Fabrik;
- vii. Archaeological Assessment, prepared by MOLA;
- viii. Preliminary Environmental Risk Assessment, prepared by SWECO;
- ix. Preliminary Ecological Appraisal / Ecology Study, prepared by SWECO;
- x. Biodiversity Report/ BNG, prepared by Greengage;
- xi. Circular Economy and Materials prepared by SWECO;
- xii. Whole Life Carbon Assessment (replacing embodied energy assessment), prepared by SWECO;
- xiii. BREEAM Pre-Assessment Report/ Operational Energy Statement, prepared by SWECO;
- xiv. Sustainability Statement (inc. Energy), prepared by SWECO;
- xv. Energy Statement, prepared by SWECO;
- xvi. Overheating Strategy, prepared by SWECO;
- xvii. Financial Viability Assessment, prepared by Gerald Eve LLP;
- xviii. Housing Study, prepared by DSDHA;
- xix. Regeneration Statement, prepared by ekosgen;
- xx. Employment and Skills Strategy, prepared by ekosgen
- xxi. Daylight & Sunlight Assessment, prepared by Gordon Ingram Associates;
- xxii. Fire Statement, prepared by The Fire Surgery;
- xxiii. Townscape Views & Heritage Statement, prepared by The Townscape Consultancy;
- xxiv. Historic Environmental Desk-Based Assessment prepared by The Townscape Consultancy;
- xxv. Public Realm, prepared by DSDHA;
- xxvi. Landscape Design and Access Statement, prepared by DSDHA;
- xxvii. Health Impact Assessment, prepared by ekosgen;
- xxviii. Statement of Community Involvement, prepared by Kanda Consulting;
- xxix. Draft Construction Management Plan (following Camden Pro-Forma), prepared by Waterman;
- xxx. Transport Assessment (Healthy Streets) + Active Travel Zone Assessment, prepared by Waterman;
- xxxi. Delivery and Servicing Strategy and Waste Management, prepared by Waterman;
- xxxii. Draft Framework Travel Plan, prepared by Waterman;
- xxxiii. Draft Construction Logistics Plan, prepared by Waterman;
- xxxiv. Operational Waste Management Strategy, prepared by Waterman;
- xxxv. Pre-demolition audit (full demo), prepared by Blackburn;
- xxxvi. Security Needs Assessment, prepared by QCIC; and

xxxvii. Structural Investigations Scope/ Structural Methodology Statement, prepared by AKT II.

[REDACTED]

We trust that the information submitted in support of this application is sufficient to ensure validation and we look forward to confirmation of this shortly.

If you have any questions in the meantime, please contact Natalie Davies [REDACTED] or Anna Gargan [REDACTED] of the above office.

Yours faithfully,

[REDACTED]

Gerald Eve LLP

[REDACTED]