

Charlotte Street Association

**Development Management,
Regeneration & Planning,**
London Borough of Camden,
Town Hall, Judd Street,
London WC1H 8ND.

6th January 2025

For the attention of Christopher Smith, Planning Officer, Planning Solutions Team.

Dear Christopher Smith,

**Re: ref. 2024/4840/P: The Courtyard 1-7 Alfred Place, 22 Store Street
and 220-226 Tottenham Court Road London WC1E 7EB**

Refurbishment and extension of the building to provide commercial, business and service use (Class E) including infill extension, roof extension and replacement facades to Alfred Place, reconfiguration of entrances and servicing arrangements, rooftop plant equipment, PV panels, new landscaping, provision of cycle parking and other ancillary works.

I am writing on behalf of the Charlotte Street Association, concerning the above planning application. We wish to comment on and object to certain aspects of the proposals, for the reasons set out below.

Re: the proposed roof extension:

With regard to the proposed roof extension:

- (a). The proposal includes raising the existing cupola, to make it more prominent visually, presumably as seen from Tottenham Court Road – this would appear to be an acceptable and good idea.

- (b). The proposed materials of the roof extension includes glazing and solid cladding panels in “teal” colour (? Blue/green colour ?). In being set back from the existing main façade, the extension will not dominate. But we also think that the “teal” colour will give an important contrast to the existing red brickwork of the Tottenham Court Road façade.

Nonetheless, the applicant’s illustrations show that the extension will be seen to some degree from the street. Thus, we think that the contrast in colour between the proposed “teal” coloured solid panels and the existing red brickwork is important, so that the existing profile of the existing brick parapet along the Tottenham Court Road façade will still “read” visually, and be clearly seen visually.

Re: the proposed infill façade facing Alfred Place:

- (a). Nonetheless, we wish to object to the treatment of the proposed infill façade on the Alfred Place frontage.

This proposed elevation is to be in white coloured finish, the colour of which we wish to object to.

Re: ref. 2024/4840/P: The Courtyard 1-7 Alfred Place, 22 Store Street
and 220-226 Tottenham Court Road London WC1E 7EB - *continued*:

Re: the proposed infill façade facing Alfred Place - continued:

The view illustrations of the proposal appear not show a view as seen from Store Street/South Crescent.

Instead of looking straight at the elevation only on the Alfred Place frontage, we think that the proposal needs to be looked at 3-dimensionally, as seen from Store Street/South Crescent.

We think that the infill façade should be in brickwork, similar to the existing terrace of buildings along the west side of Alfred Place.

By contrast, the existing architecture of the existing No. 22 Store Street building is highly glazed and with white panels.

When viewed from Store Street/South Crescent, the No. 22 Store Street building reads “3-dimensionally” – the Store Street façade and the existing Alfred Place façade are seen 3-dimensionally (rather like a rectangular box) – **please see our attached photographs.**

This, we think that the white colour of the proposed infill façade will be in “competition” with, and diminish, the existing architectural quality of the Store Street building. But if this infill façade were be in, say, brick, then the colour contrast with the existing white/pale colour of the Store Street building will retain and enhance, visually, the existing 3-dimensional character and architectural “form” of the existing Store Street building.

Also, we feel that the **junction of the new façade** with the existing building needs consideration. The existing Store Street building has a corner pilaster, (**please see our attached photograph**). We think that the new proposed façade should be recessed/stepped back locally at this junction, so that the pilaster is still seen in 3-D, and to avoid an awkward junction.

Yours sincerely,

Clive Henderson
On behalf of Charlotte Street Association.

Copy: CSA Committee

Attached photographs – *are on the next page*

Re: ref. 2024/4840/P: The Courtyard 1-7 Alfred Place, 22 Store Street and 220-226 Tottenham Court Road London WC1E 7EB

PHOTOGRAPHS:



Photograph: No. 22 Store Street building, as seen from Store Street/South Crescent, showing the Store Street and Alfred Place elevations/facades: and the 3-D architectural character/"form" of this building. (photo by CSA/Charlotte Street Association).



Photograph: the corner of No. 22 Store Street building, showing **the existing corner pilaster**, which will be at the junction with the proposed infill façade. (photo by CSA/Charlotte Street Association).