

Delivered by Post

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Our ref: CONL2000

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Dear Amanda

PLANNING AND CONSERVATION AREA CONSENT APPLICATION FOR DEVELOPMENT AT 138-148 CHARING CROSS ROAD, 4, 6, 7, 9, 10 AND 20-28 DENMARK STREET, 52-59 ST GILES HIGH STREET, 4 FLITCROFT STREET AND 1 BOOK MEWS, LONDON WC2H 8NG

On behalf of Consolidated Developments Ltd please find enclosed a Planning and Conservation Area Consent Application for development across the above-mentioned sites. This application is submitted following extensive pre-application discussions with the Local Planning Authority and wider public consultation activity has been on-going throughout the development of the scheme.

The proposals have evolved to build on the developer's track record of supporting music and local retailers with significant improvements proposed to both the shops and the public realm, ensuring that this area continues to be at the heart of the British music scene. Denmark Place, which is currently an unattractive and underused back alley, will be re-invigorated to tap into this music heritage and help ensure the on-going vitality of this specialist retail area.

The proposals include the provision of two new primary street buildings on St Giles High Street, Andrew Borde Street and Charing Cross Road, plus a smaller building on Denmark Place to provide a mix of retail, hotel and restaurant/bar uses as appropriate to this Central London location. Tapping into the music heritage of the area the proposals include a flexible basement Event Gallery which will be accessed via Denmark Place. In addition to the built environment the proposals incorporate new pedestrian routes through the site, encouraging people away from the exit of Tottenham Court Road and ensuring appropriate dispersal through the local area.

Central to the development proposals is the new Urban Gallery which will provide publically accessible space to help accommodate the predicted increase in footfall following the completion of Crossrail. The Urban Gallery will be a carefully curated space, providing a variety mix of uses within a carefully managed digital environment.

The development will provide an additional 1834 sqm (GIA) of residential floorspace of which 934 sqm (51%) will be provided as affordable. It is proposed to provide the affordable housing both within

Denmark Street and on a standalone site at 71 Endell Street, which represents an exceptional opportunity for a high quality affordable housing development within this Central London ward.

This application forms the central core of a total of 11 applications and seeks consent for the following:

Erection of three buildings (5 storey and 7 storey facing Centre Point Tower and 4 storey to Denmark Place), following demolition of 1-6 Denmark Place, 18-21 Denmark Place and demolition of York and Clifton Mansions behind a retained façade, to provide 2955 sqm GIA of basement Event Gallery space to be used for community events, exhibitions, product launches, live music, awards ceremonies, conference and fashion shows (sui generis); a 723 sqm GIA urban gallery with 1912 sqm of internal LED screens, to be used for circulation space, retail, advertising, exhibitions, brand and product launches, corporate events, screenings, exhibitions and events (sui generis); 420 sqm GIA of flexible A1/A3 floorspace; 2995 sqm GIA A3 floorspace; 1066 sqm GIA of A4 floorspace; and a 28 bedroom hotel between Denmark Place and Andrew Borde Street. Refurbishment and change of use of no's 4, 6, 7, 9, 10 and no's 20 to 28 Denmark Street, 4 Flitcroft Street and 1 Book Mews to provide 1551 sqm of office floor space; 2553 sqm GIA of private residential floor space; 242 sqm GIA of affordable residential floor space; and 2023 sqm GIA of retail floor space. Provision of a new pedestrian route from Andrew Borde Street to Denmark Street at ground floor level.

An associated planning application for 71 Endell Street seeks consent for:

Change of use from office (B1) to residential (C3) at 71 Endell Street to provide 7 affordable residential units (2 x 1 bed flats, 3 x 2 bed flats and 2 x 3 bed flats) and associated external alterations.

Advertisement consent is being sought for:

1912 sqm of digital installations to the internal walls, ceiling and floor of the proposed Urban Gallery bordered by Denmark Place, Charing Cross Road and Andrew Borde Street.

Listed Building Consents are being sought for:

6 Demark Street

Works to 6 Denmark Street involving the replacement of non-original windows with six over six sliding sash casements, replacement of modern clay tiles with reclaimed natural slate, repair and refurbishment of existing brickwork and shopfront and the replacement of front roof dormer windows.

7 Denmark Street

Works to 7 Denmark Street involving the replacement of non-original windows with six over six sliding sash casements, replacement of modern clay tiles with reclaimed natural slate, repair and refurbishment of existing brickwork and shopfront and the replacement of front roof dormer windows.

9 Denmark Street

Works to 9 Denmark Street involving the replacement of non-original windows with six over six sliding sash casements, replacement of modern clay tiles with reclaimed natural slate, repair and refurbishment of existing brickwork and shop front. Enclosure of rear roof terrace and removal of metal fire escape.

10 Denmark Street

Works to 10 Denmark Street involving the replacement of non-original windows with six over six sliding sash casements, replacement of modern clay tiles with reclaimed natural slate, repair and refurbishment of existing brickwork and shop front. Removal of a recent front roof top extension and restoration of roof to match 9 Denmark Street. Enclosure of rear roof terrace and removal of metal fire escape.

20 Denmark Street

Works to 20 Denmark Street involving replacement of modern clay tiles with reclaimed natural slate, works of refurbishment and repair to existing brickwork, windows and shopfront.

26 Denmark Street

Works to 26 Denmark Street involving new period sliding sash casements to first and second floor windows and works of refurbishment and repair to existing roof, brickwork, windows and shopfront.

27 Denmark Street

Works to 27 Denmark Street involving replacement rolled lead roof and works of refurbishment and repair to existing brickwork, windows and shopfront.

59 St Giles High Street

Works to 59 St Giles High Street including relining of roof with reclaimed tiles and works of refurbishment and repair to existing brickwork, windows and shopfront.

Submission Documentation

The following documents are submitted in support of the planning application:

- Planning Application Form and Certificate B
- Planning Performance Agreement
- Planning Statement – prepared by Turley Associates
- Design and Access Statement (including Crime Impact Assessment) – prepared by ORMS Architects
- Environmental Statement Volume 1: Main Report – prepared by Buro Happold
- Environmental Statement Non-Technical Summary – prepared by Buro Happold
- Licensing Strategy Report prepared by Poppleston Allen
- Affordable Housing Statement – prepared by GL Hearn
- Transport Assessment – prepared by Buro Happold
- Venue Management Plan – prepared by Charcoal Blue
- Heritage Statement – prepared by Turley Associates
- Office Demand Report – prepared by Monmouth Dean
- Statement of Community Involvement – prepared by Four Communications
- Energy Statement – prepared by Buro Happold
- Sustainability Statement – prepared by Buro Happold
- Structural Report – Façade Retention prepared by Engenuti
- Crossrail Design Statement prepared by Engenuti

I trust that the enclosed is sufficient for your purposes and I look forward to discussing the proposals with you in due course. In the meantime please do not hesitate to contact me at this office if you require anything further or wish to discuss any point in more detail.

Yours sincerely

Anna Snow

