



GERALDEVE

Ms Elizabeth Beaumont
Planning Officer
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19 August 2011

Our ref: JRA/J10071

Dear Ms Beaumont,

150 Holborn, London, EC1N 2NS

On behalf of our client, Laffly LLP ('the applicant'), we enclose herewith an application for planning permission for the refurbishment and extension of the building to provide additional office (Class B1) and residential (Class C3) floorspace.

The development description for the planning application is as follows:

"Refurbishment and alterations to the property, including extended fifth and sixth floor and additional floor at seventh level for Class B1 offices on Holborn and Gray's Inn Road elements of the property, third, fourth and part fifth floor extension for Class B1 offices and Class C3 residential on Brooke Street element of the property, creation of residential units (Class C3) and new residential entrance core off Brooke Street and associated alterations to arch fronting Brooke Street, replacement plant and enclosures at roof levels, recladding to exterior elevations, alterations to main entrance and reception area including associated partial change of use from shops (Class A1) to offices (Class B1) at ground floor, partial change of use from offices (Class B1) to Financial & Professional Services (Class A2) at first floor level, creation of enclosed service yard to rear with amenity space above, provision of green/brown roofs, together with the provision of cycle parking and associated works."

The planning application comprises the following:

- Planning application forms, dated 19 August 2011;
- Certificate B completed in accordance with Development Management Procedure Order 2010;
- Completed Agricultural Land Declaration;
- Site Location Plan;
- Formal planning application drawings (A1 and A3 scale);
- Planning application fee for £9,380 (to be paid by BACS); and
- Design and Access Statement prepared by Make.

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

- Planning Statement prepared by Gerald Eve;
- Energy Strategy prepared by Atelier Ten;
- Sustainability Statement prepared by Atelier Ten;
- Transport Statement including Service Management Plan prepared by Arup;
- Daylight/ Sunlight/ Solar Glare Study prepared by GIA;
- Townscape Appraisal prepared by Tavernor Consultancy and The Neighbourhood;
- PPG24 Acoustic Assessment prepared by WSP;
- Construction Management Plan prepared by Arup; and
- Statement of Community Engagement prepared by Quatro.

The submission of this application follows a period of pre-application discussions between the applicant, their consultant team and Camden Council. Pre-application discussions have also taken place with statutory and non-statutory consultees, local groups and residents. The following statutory and non-statutory consultees have been consulted at the pre-application stage: English Heritage, Metropolitan Police and City of London. The proposals have evolved over the pre-application consultation period and have been altered to accommodate comments made during these consultations.

An exhibition of the proposals open to individuals within the community over a two day period, was selected as the most effective method of ensuring that the local community would be fully informed of the proposals and provide local residents and workers an opportunity to comment on the scheme to be submitted to Camden. The objective of the exhibition was to ensure all relevant local stakeholders, including amenity groups and neighbouring residents, had the opportunity to have a personal explanation of the proposals, be able to ask questions, to clarify any queries in relation to the proposals and comment on the emerging proposals. A public consultation exhibition was held on Thursday 30

June (4-8pm) and Friday 01 July (12-5pm) at 150 Holborn. Further information on the community consultation is set out in the enclosed Statement of Community Engagement.

The existing building is a predominately eight storey modern red brick building (comprising basement, ground, six upper floors and roof top plant) situated on Holborn at the junction with Brooke Street and Gray's Inn Road. The building steps down to four storeys (basement, ground plus two upper floors) along Brooke Street. The building comprises a mix of retail, office and residential accommodation. The office building is accessed from Holborn, close to the junction with Gray's Inn Road. Along Brooke Street to the north is the entrance to a service area and car parking for 5 vehicles. The retail units are provided on all frontages at ground floor level, with some secondary retail accommodation also provided at first floor level.

The office accommodation is currently vacant whilst the retail accommodation on the ground floor is generally let on medium/ long leases. The retailers on the ground floor comprise Snow & Rock, Barclays Bank, Moss Bros, Mas Burritos, Monsoon, Eat and Brookes Brothers Wine Bar and Brassiere. Despite marketing, the office accommodation has remained vacant since early 2009. Although inspections have taken place no firm interest in the Class B1 accommodation has been provided. The building accommodates circa 9,500sqm (GEA) office accommodation, 2,800 sqm (GEA) retail accommodation (Class A1-A3) and one residential flat (Class C3). The vacant office accommodation provides the opportunity for Laffly LLP to undertake a refurbishment of the building.

In summary, the scheme design proposes the retention of the existing structure, whilst undertaking a comprehensive redevelopment and refurbishment of the building. The scheme comprises refurbishment and alterations to the property including extended fifth and sixth floors and additional floor at seventh floor to the main part of the building (frontages to Holborn and Gray's Inn Road) to provide office accommodation (Class B1), two additional floors to Brooks Street wing of the building to provide both office (Class B1) and residential (Class C3) accommodation. In addition to these roof extensions, the following related works are proposed; replacement plant at roof level, basement works, recladding of exterior elevations and alterations to the main entrance and reception area. Internally the scheme proposes the refurbishment of the office space with new raised floors and suspended ceilings comprising lighting and chilled beams.

The building proposes a palette of materials comprising faience (glazed terracotta) tiles and patina metal framing. Taking a cue from the surrounding buildings, deep red terracotta is proposed for the building's main front elevations, whilst cream coloured faience (glazed terracotta) is proposed for the rear elevations to

maximise natural light levels. The fenestration will be framed with the patina metal. In addition, green/brown roofs are proposed at roof level (the building's fifth elevation).

The reuse and upgrading of an existing building is consistent with Central Government, the Mayor's and Camden's objectives a sustainable approach to land use planning. The commercial accommodation has been designed to achieve a minimum BREEAM rating of 'Very Good', but with the target of achieving 'Excellent', whilst the residential accommodation has been designed to achieve a Code for Sustainable Homes Level 3 (minimum) rating. In respect of the energy strategy, the scheme has been designed such that it exceeds Part L 2010 requirements through a combination of passive design, efficiency measures and the incorporation of renewable technologies. The building will achieve the required CO2 emissions reductions to comply with Part L 2010 with passive and energy efficiency measures alone. It is considered that in accordance with London Plan policy 5.1 and Core Strategy policies the development makes the fullest practicable contribution to the mitigation of and adaption to climate change and minimisation of emissions of carbon dioxide, and specifically responds to development policy DP22.

It considered that the proposals are entirely appropriate in land use terms. The refurbished and extended office accommodation will comply fully with the economic and office policies in the London Plan (2011) and Camden's Core Strategy. The scheme would provide a mix of uses, including the provision of housing. Whilst the development falls short of the Council's aspiration in that less than 50 of the uplift in floorspace would be residential and a contribution in lieu of on-site affordable housing is proposed, it is considered that the scheme complies with policies DP1 and DP3 in that the policy allows for lower proportions of residential where the physical circumstances of a particular site or building place constraints on the development. Notwithstanding the policy position, the applicant will make a financial contribution in accordance with the Council's draft Planning Obligations Planning Guidance which at paragraph 6.6 states that where development proposals involve a shortfall of housing or affordable housing required under Policies DP1 or DP3, the Council may negotiate a payment in lieu of the unmet requirement. The financial contribution is outlined in the Planning Statement.

It has been demonstrated that the building accords with PPS5, the London Plan and policies, CS14 of the Core Strategy and Development Management policy DP24. It is considered that the proposals will significantly upgrade the existing out mooted building on the site, creating a high quality building. The refurbished and extended building maintains a positive relationship with its neighbours, creates

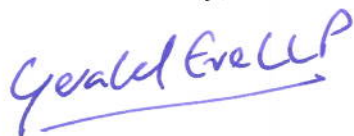
attractive street facades and delivers a significant landmark building, enhancing the character and appearance of this part of Camden.

The Planning Statement demonstrates that the application complies with the policies within national guidance, the London Plan and Core Strategy and principles of sustainable development. PPS1, at paragraph 10, advises that there is a presumption in favour of the grant of planning permission for proposals which conform to the development plan. From the Statement it is concluded that there is no material considerations of sufficient weight to determine that the planning application for the refurbished and extended building is other than in accordance with the development plan. The Statement also outlines the merits of the development in the context of national and regional policy guidance and other relevant policies.

We look forward to receiving receipt of validation of the planning application, and working with the Council in accordance with the agreed Planning Performance Agreement.

If you would like to discuss the proposal in more detail, please contact either Neil Henderson or in the first instance Jeremy Randall of this office.

Yours sincerely,



Gerald Eve LLP

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