

**7 – 15 Whitfield Street  
London W1T 2SB**

**Full Planning Application &  
Conservation Area Consent Application**

**PLANNING STATEMENT**

**Prepared by:**

**Barton Willmore**

**On behalf of:**

**Artesian Property Partnership**

**October 2007**

**PLANNING STATEMENT**

**7 – 15 Whitfield Street, London W1T 2SB**

**Prepared by  
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## 1.0 INTRODUCTION & BACKGROUND

### General Introduction

- 1.1 This Planning Statement has been prepared by Barton Willmore on behalf of Artesian Property Partnership (the "Applicant") in respect of Full Planning and Conservation Area Consent Applications for the redevelopment of 7 – 15 Whitfield Street (the "Site") for mixed-use purposes (the "Proposal"). Further details of the Proposal are set out in Chapter 4 of this Planning Statement.
- 1.2 This Planning Statement provides a description of the Site, its history and planning policy context, before describing the Proposal in detail and demonstrating how the Proposal conforms to its planning policy context. This Planning Statement will also summarise the benefits the Proposal will provide to the local area and London.

### Background

- 1.3 EDF Energy Plc (previously known as the LE Group) decommissioned the substation on the Site as part of the updating of its electricity supply network. It has subsequently replaced it with a substantially smaller secondary substation to supply electricity to the local area. The Site has therefore become available for redevelopment.
- 1.4 In April 2002 the London Borough of Camden's (the "Council") Executive (Environment) Sub Group approved a Planning Brief (no. 33) for the Site. This Planning Brief indicates that a mixed-use scheme or a housing scheme would be appropriate for the Site. It also explains that housing is expected to be the "primary" land use in any mixed-use scheme. Paragraph 4.7 of the Planning Brief suggests that the residential element should comprise at least 35% of the total gross floorspace.
- 1.5 The Applicant acquired the freehold of the Site from EDF Energy Plc in 2004, subject to it leasing back a portion of the Site to EDF Energy Plc to ensure that its secondary electricity substation is maintained on Site.
- 1.6 The Applicant's Proposal seeks the demolition of the existing building on the Site (from ground level upwards) and construction of a mixed-use development that includes 68.4% residential floorspace, in accordance with the development guidelines set out in the Council's Planning Brief for the Site.

1.7 The necessary Full Planning and Conservation Area Consent Applications that this Planning Statement supports were submitted to the London Borough of Camden (the "Council") in October 2007.

1.8 In addition to this Planning Statement, the Applicant's Proposal is supported by the following documents:

- Covering letter (dated 4<sup>th</sup> October 2007);
- Site Location Plan (1:1250 scale);
- Planning Application Forms;
- Conservation Area Consent Application Forms;
- Certificate of Ownership;
- Schedule of Planning Application Fee & Cheque;
- Schedule of Application Documents;
- Schedule of Accommodation;
- Descriptions of Development;
- Schedule of Architectural Drawings;
- Transport Statement, prepared by Paul Mew Associates (October 2007);
- Design & Access Statement, prepared by ADZ Architects (October 2007);
- Sunlighting & Daylighting Report, prepared by Schatunowski Brooks (October 2007);
- EcoHomes 2005 – Preliminary Assessment, prepared by Scott Wilson (October 2007);
- BREEAM for Offices 2006 - Preliminary Assessment, prepared by Scott Wilson (October 2007);
- Energy Statement, prepared by Scott Wilson (October 2007);
- Ecological Appraisal, prepared by Waterman CPM (October 2007); and,
- Architectural Drawings (October 2007) (A1 & A3 size), prepared by ADZ Architects (October 2007).

## **2.0 SITE LOCATION & DESCRIPTION**

### **Introduction**

- 2.1 This Chapter of the Planning Statement briefly describes the location of the Site within the London Borough of Camden before describing the development currently constructed on the Site and all other surrounding development.

### **Site Location**

- 2.2 The Site (1,473sqm) is located within the Fitzrovia in the heart of Central London and to the west of Tottenham Court Road (A400). The location plan (drawings no. C1) attached as Appendix 1 to this Planning Statement provides further clarification of the Site's location.
- 2.3 The Site is rectangular in shape, measuring approximately 63.5m in length (from east to west) and approximately 24m in width (from north to south). It is located within 3 minutes walk from Goodge Street Underground Station (Northern Line), 5 to 10 minutes walk from Oxford Street, Oxford Street Underground Station (Bakerloo Line), Tottenham Court Road Underground Station (Central Line) and Warren Street Underground Station (Victoria Line) and 10 to 15 minutes walk from Euston Square Underground Station (Metropolitan and Hammersmith & City lines) Euston Station, St Pancras and King's Cross Mainline Stations.
- 2.4 The Site is accessed via 17 bus routes that run along Tottenham Court Road, Gower Street, Oxford Street and New Oxford Street. It is also within close proximity to local employment opportunities and local services and benefits from a PTAL rating of 6. Further details in relation to the Site's accessibility to public transport facilities and other facilities are found in the Transport Statement (TS) submitted in support of the Proposal.
- 2.5 The Site is also located within the Charlotte Street Conservation Area, which gained this status in July 1985, and is characterised by a mix of residential and commercial uses. The Site is located within the Central London business, commercial and entertainment core of this Conservation Area.

## **Existing Development on Site**

- 2.6 The existing development on the Site was constructed in the late 1950's and comprises a double height basement, plus a part two-storey, part four-storey commercial building. The two-storey element of the building (which equates to the equivalent of three residential storeys) occupies the central and western parts of the Site.
- 2.7 The basement, ground and first floor levels of the existing building (1,445sqm + 1,044sqm = 2,490sqm) were originally used for substation / depot purposes (Sui Generis Use Class). The second and third floor levels (522sqm) were originally used as offices (B1 Use Class) that supported the day-to-day running of the substation and depot.
- 2.8 In early 2000, the ancillary office floorspace and part of the depot floorspace was leased to "MicroAnvika" for the storage and repair of computers. This use ceased in 2002 when LE Group sought to redevelop the Site for its headquarters. Further details of the Site's planning history are set out in Chapter 3 of this Planning Statement.
- 2.9 The exterior of the existing building has not been changed since its original construction.
- 2.10 To the side of the depot / substation building and to the rear of the office building is an access road, leading to a service yard, which equates to approximately 532sqm of on-site open space. Twenty car parking spaces are designated and marked out within this part of the Site.
- 2.11 The access road served the depot / substation (i.e. the two-storey element of the building), which originally housed 4 transformer chambers and 3 service bays, is a 4.8m high structure (floor-to-ceiling height). To the south of the depot / substation is another single-storey substation (approximately 693sqm and 3-4m floor-to-ceiling height). Four coolers were located on the roof of this smaller substation.

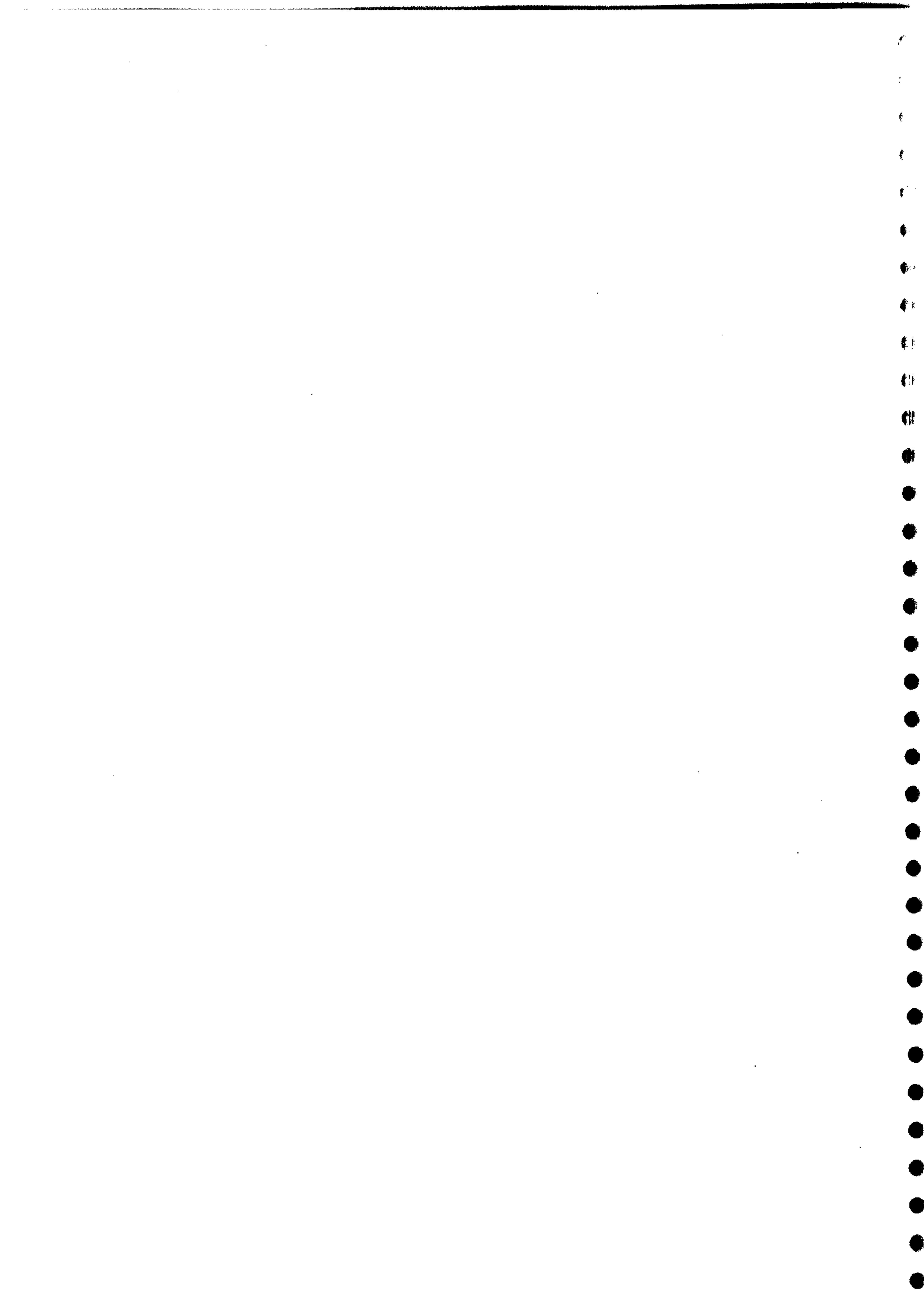
## **Development Surrounding the Site**

- 2.12 Full details of the neighbouring buildings and uses surrounding the Site are set out in Appendix 2 to this Planning Statement. In the meantime, set out below is a brief summary of the main neighbouring buildings and uses considered relevant in the determination of the Proposal.
- 2.13 The southern boundary of the Site comprises the flank wall and rear boundary walls of properties fronting Whitfield Street and Windmill Street and the western boundary walls



and rear outbuildings of properties fronting Charlotte Street. The north boundary of the Site comprises a 2.6 metre high brick wall (topped by a 1.65 metre high fence and barbed wire) that also defines the southern boundary of Crabtree Fields, a public open space and playground.

- 2.14 Beyond Whitfield Street to the east is a terrace of four and five-storey commercial and five-storey residential buildings, a proportion of which is used by the London Transport Police. The fifth storey of some of these commercial buildings is set back from the main façade (see drawing no A07.58 C5 of the Architectural Drawings). Beyond Crabtree Fields to the north is a terrace of four-storey town houses that front onto Colville Place and Crabtree Fields.
- 2.15 A Grade II listed building abuts the Site at no.26 Charlotte Street. Nos. 1 and 11 to 16 Colville Place are also statutory listed buildings.



## 3.0 PLANNING HISTORY & BACKGROUND

### Introduction

- 3.1 This Chapter of the Planning Statement briefly summarises the history of development on the Site (Pre-2004) and the background (Post-2004) to the submission of the Full Planning and Conservation Area Consent Applications to which this Planning Statement supports.

### Planning History (Pre-2004)

- 3.2 The Site appears to have been in employment use since the end of the 18th Century. Until the Site was acquired for electrical distribution use, it was occupied by a factory (Phoenix Works) and used for industrial purposes.
- 3.3 Since the Second World War and until 2004, the Site and Nos. 22, 24 and 26 Charlotte Street were owned by EDF Energy Plc or its predecessors (LEB or London Electricity (LE Group)). It is not clear what state the Site was in when LEB acquired it or whether the Site had a building on it.
- 3.4 The original intention by LEB was the redevelopment of the entire site and it obtained consent for a comprehensive scheme. This consent, which was granted in 1951 by the London County Council (LCC) (the local planning authority at that time), was not implemented.

### *The 1954 Consent*

- 3.5 In 1954, a revised planning application was submitted to the LCC that had similar components as the previous 1951 scheme. The proposals was for:
1. the erection of a five-storey building including a basement, on the site of Nos. 7-15 Whitfield Street, and a six-storey building including a basement on the sites of Nos.22 - 26 Charlotte Street, for the use as a bulk supply electricity substation, depot and offices; and,
  2. the formation of a new means of access, both to Whitfield Street and Charlotte Street"

3.6 This revised planning application was granted permission by LCC in March 1954. The floor area allocated to Nos.7-15 Whitfield Street in the consent comprised:

Use Type	GEA (sqm)	%
Offices (Class B1)	1,639	40
Substation (Sui Generis)	1,457	35
Depot (Sui Generis)	1,034	25
<b>Total</b>	<b>4,130</b>	<b>100</b>

3.7 In the late 1950's, a proportion of the offices and all of the depot and substation / equipment were developed on the Site (a total of 3,012sqm), leaving approximately 1,100sqm of office accommodation to be constructed. The remainder of the planning permission remains 'extant' and could still be completed in accordance with the approved drawings. This extant permission would allow a development of five storeys fronting onto Whitfield Street.

3.8 Between 1967 and 1972, part of the Site was used for training electrical fitters.

3.9 In early 2000, the ancillary office floorspace and part of the depot floorspace of the building on the Site was leased to "MicroAnvika" for the storage and repair of computers. This use ceased in 2002 when LE Group sought to redevelop the Site for its headquarters.

#### **Planning History (Post 2004)**

3.10 The post 2004 planning history is extensive. Set out below is a summary of the post 2004 planning history that is considered most relevant to the determination of the Full Planning and Conservation Area Consent Applications to which this Planning Statement supports.

3.11 The Applicant submitted a planning application and a conservation area consent application to the Council in December 2004 (the "December 2004 Applications") for the redevelopment of the Site comprising the demolition of the existing building on the Site and the construction of a building with lower ground, ground plus 4 upper floors, containing 14 self contained dwellings, offices (B1), Class D1(a-e) and / or class D2(e), a secondary electricity sub station (Sui Generis), and a service bay, refuse store, cycle parking, and with a retained vehicular access from Whitfield Street.

3.12 However, following negotiations with the Council, these applications were withdrawn on 2<sup>nd</sup> May 2005 to allow for revised proposals to be submitted instead.