

DM/RLA/P2914  
31<sup>st</sup> August 2006

Development Control  
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London Borough of Camden  
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**For the attention of: Ms E Quigly**

Dear Sir/Madam,

**50a Charlotte Street (Property to rear of 31 – 37 Whitfield Street) London W1T 2SF**

Please find enclosed, on behalf of our client Moorley Pooled Pensions Ltd, a planning application for the refurbishment of the rear part to an existing building fronting Whitfield Street to include a new entrance 'pavilion' style foyer to refurbished business use accommodation accessible directly from Charlotte Street.

Please find enclosed the following;

- o Existing and proposed drawings
- o Site Location Plan
- o Design/Access Statement
- o Daylight and Sunlight Report
- o A cheque for £135, this being the requisite planning application fee.

#### **The Site**

The site is accessed through an existing terrace of properties on Charlotte Street between Scala Street and Goodge Street. The existing building was previously part of a commercial building purpose built in 1968 as a recording studio for CBS, later the Sony Corporation.

The two storey property was until recently was occupied as recording studios and offices. There is an existing vehicular access to an external courtyard at the rear of the property from Charlotte Street. The Whitfield Street frontage building is subject to a separate planning application.

The site lies within the Central London Area, Charlotte Street Conservation Area, Chelsea/Hackney Rail Safeguarding area and a Strategic View – Viewing Corridor within the adopted Camden Unitary Development Plan (2006).

#### **The Proposal**

The proposed works to the exterior of the property are intended to provide a more welcoming and open entrance to the building and the business accommodation within. Opening up the rear of the

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property through the removal of an existing unsightly rear single storey extension will help to enlarge the courtyard and provide enhanced amenity to the future occupiers of what it is anticipated will become attractive commercial accommodation with a highly contemporary design suited to its less than conventional layout. Top lights will provide additional daylight to the deep-plan accommodation within together with slot windows in the southern elevation overlooking the enclosed lightwell between the boundary wall and the property.

The accompanying Design Statement explains the design of the proposed scheme in more detail and how it responds to the local environment and building context.

### **Planning Considerations**

The proposal does not give rise to any increase in gross floor area, indeed, once the reconfiguration of the existing rear extension has been completed there will be a net reduction of 56 m<sup>2</sup>. The design of the new entrance pavilion will provide full accessibility and to the accommodation within and will provide an elevation exhibiting a high quality contemporary design.

The Council's general design principles are set out within **Policy B1** of the UDP and seek to ensure development is designed to a high standard by respecting its setting, being sustainable and easy to adapt and seeking to improve the attractiveness of an area without harm its appearance or setting. The proposal is considered to be entirely consistent with these policies.

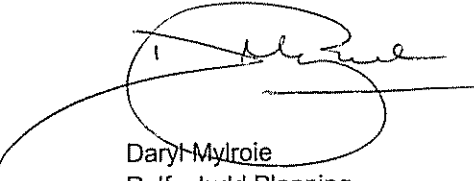
### **Summary**

The proposed refurbishment and alteration of the existing building will create more flexible, high quality business use accommodation ideally suited to the needs of small business occupiers attracted to this part of central London. The proposal will enable the provision of enhanced and additional better quality office accommodation suited to the needs of modern businesses and will also provide the opportunity to upgrade the existing premises and provide facilities to allow for disabled access where none presently exists.

The high quality and modern design of the new courtyard elevations will enhance the building's appearance within its setting, serving to enhance the character and appearance of this part of the Charlotte Conservation Area as well.

We trust you have sufficient information to determine this application and look forward to a swift and positive decision, however should you have any queries or require any further information please contact myself on 020 7556 1543.

Yours sincerely



Daryl Mylroie  
Rolfe Judd Planning

Encs

cc: Client + Design Team