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For the attention of Stephen Lim

22nd July 2004

Dear Sirs

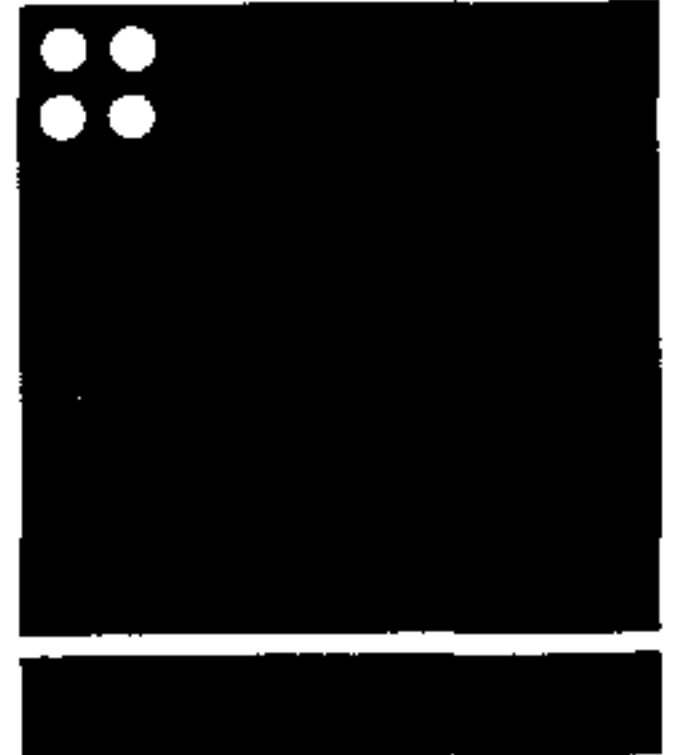
227-233 TOTTENHAM COURT ROAD / 24 STORE STREET / 10-12 SOUTH CRESCENT AND 19-21A STORE STREET / 38 ALFRED PLACE, LONDON, W1 AND WC1.

Background

I refer to my recent conversations with Mr Lim on the details of the proposals for the above sites. In accordance with those discussions, I enclose planning applications and a conservation area consent application relating to two properties owned by the Corporation of London. The properties are:

- (i) 227-233 Tottenham Court Road, 24 Store Street, 10-12 South Crescent, W1 and WC1.
- (ii) 19-21A Store Street and 38 Alfred Place WC1.

Previous applications for similar development at the 227-233 Tottenham Court Road site and for the same development at Store Street, were recently withdrawn. These applications are, therefore, resubmissions and do not require application fees to be paid.



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The Applications

The applications are:

- i) An application for planning permission for alterations and additions to the property at 227-233 Tottenham Court Road, 24 Store Street and 10/12 South Crescent comprising rebuilding of part of the building, a roof top addition and reorganisation of uses.
- ii) An application for Conservation Area Consent for the demolition of the structure behind the façade at 10-12 South Crescent.
- iii) A planning application for 19-21A Store Street and 38 Alfred Place for alterations and change of use to residential above retail.

The two properties are diagonally opposite each other where they front Store Street/South Crescent. The applications are submitted simultaneously because the residential uses sought by Camden Borough Council, where there are increases in gross floorspace, (there is such an increase proposed at 227-233 Tottenham Court Road) are proposed to be met on the upper floors of 19-21A Store Street/38 Alfred Place. Store Street is considered to be a preferable residential location.

The proposals and the relevant planning policies, conservation area considerations and other planning aspects are addressed in the enclosed Planning and Conservation Statement. A list of the application documents for each application is attached. I also attach a note prepared by the architects on materials, as requested on the applications forms.

These proposals would contribute to improving the appearance of the area and would include a mix of uses appropriate to this central London location. They would enhance the quality of the retail provision on Tottenham Court Road and Store Street and would provide additional employment opportunities. A similar improvement scheme was undertaken by the Corporation of London in the street block immediately to the north and has greatly enhanced that section of Tottenham Court Road, Store Street and Alfred Place.

Amendments

Since the original applications were submitted in January 2004, there have been extensive discussions on the details and additional illustrative material has been provided to the planning officers.

Recently, changes have been requested to reduce the size of the plant areas and this has been done in these resubmitted applications. The boiler room which was previously located at gallery level has been relocated in the basement. This has enabled the air handling plant to drop down from plant deck level to the floor below, in the previous position of the boilers. The plant enclosure has, therefore, been reduced by a full storey from the previous scheme.

The chiller enclosure at gallery level has been turned 90 degrees and pulled away as far as possible from the South Crescent elevation. This will greatly reduce the visibility from the Store Street / Alfred Place junction. The plant screen to the chillers along South Crescent will be of panels of light grey powder coated aluminium louvres, which will be demountable for maintenance access. Options for lowering the height of the screen were looked at, but this would reduce the effectiveness of the noise amelioration provided by the screen. The proposals are considered to preserve and enhance the façade to South Crescent which has less satisfactory plant rooms at the moment.

Floorspace Figures

The changes have slightly reduced the overall floorspace proposed. It has not, however, reduced the usable retail and office floorspace because the changes have been kept within the designated plant areas. Revised figures are set out as appendices to the Planning and Conservation Statement. Although a relatively minor matter, it is helpful to note that this increases the proportion of new residential floorspace to gross floorspace from 42% to 44% and, therefore, improves the scheme in policy terms.

The applicant has, I consider, addressed all the remaining concerns and, I trust that it will now be possible to proceed to an early decision on these applications.

Yours faithfully



Malcolm Honour
Director

Enc.

227-233 TOTTENHAM COURT ROAD

Note on Materials

Where the existing building is restored and repaired the proposed materials and detailing for the brickwork and terracotta / faience are to match the existing as closely as possible. Similarly the new windows to the street facades are of timber, and configured to match the original.

The shopfronts also are restored as simple openings within terracotta / faience surrounds, with contemporary frameless glass shopfronts to suit current retail requirements. Granite pilasters at street level ensure durability, and a clear zone is established for the retail signage. The frameless glass shopfronts on the street facades extend around to South Crescent to form the entrance to the offices. The new double height entrance foyer is reflected by continuing this glazing treatment at first floor level.

Where new construction work is proposed, the materials and detailing alter, making it immediately apparent that these elements are new. The rooftop extension is constructed of a lightweight timber structure, with curved glass and zinc cladding. Where the new construction meets the old building the junctions are glazed, so that it is clear what is contemporary and old. Similarly, the new rear façade to the South Crescent building is fully glazed with curtain walling and a metal and timber balcony structure, contrasting with the restored Stock brick rear facade of the old building.

New elements of core are threaded through the existing structure, and are again highlighted as new structures – the stair tower to the south is fully glazed, and the internal main core where it rises through the roof is rendered.