



**PLANNING & HERITAGE
STATEMENT**

**44-46 WHITFIELD STREET,
LONDON, W1T 2RJ**

Date: May 2014

Ref: 8797

Dalton Warner Davis LLP

21 Garlick Hill
London
EC4V 2AU
Tel: 020 7489 0213
Fax: 020 7248 4743
www.dwdllp.com
twitter.com/dwdllp

Disclaimer

This report has been produced by Dalton Warner Davis LLP (DWD) and is intended for the sole and exclusive use of the instructing client. The report shall not be distributed or made available to any third party or published, reproduced or referred to in any way without the prior knowledge and written consent of DWD. The report does not constitute advice to any third party and should not be relied upon as such. DWD accepts no liability or responsibility for any loss or damage to any third party arising from that party having relied upon the contents of the report in whole or in part.

CONTENTS

1.0 INTRODUCTION	1
2.0 SITE AND SURROUNDINGS	2
Immediate Surrounding Properties	2
3.0 PLANNING HISTORY	4
44-46 Whitfield Street	4
Similar applications in the Immediate Area.....	4
4.0 PROPOSED DEVELOPMENT	6
Pre-Application Consultation.....	7
5.0 PLANNING POLICY.....	9
Core Strategy.....	9
Development Polices	9
London Plan.....	10
Other Material Considerations	10
Summary of Key Planning Policies.....	10
6.0 PLANNING ASSESSMENT	14
Land Use Principles	14
Conservation and Urban Design.....	14
Accessibility	15
Daylight and Sunlight.....	16
Overlooking, Privacy and Outlook	16
Transport.....	16
Sustainability & Energy	17
Noise and Disturbance.....	17
7.0 CONCLUSION	19

APPENDICES

APPENDIX DWD 1: LB CAMDEN PRE-APP LETTER 23 APRIL 2014

Revision	Purpose Description	Originated	Checked	Reviewed	Authorised	Date
1	Draft	CV	BM			16 April 2014
2	Draft	BM	NF	SH	AC	1 May 2014
3	Final	BM			BM	6 May 2014
DWD Job Number: 8797						

1.0 INTRODUCTION

1.1 This Planning Statement (Statement) accompanies an application for planning permission for refurbishment works to the existing office building at 44-46 Whitfield Street, London W1T 2RJ (the Site) including the replacement of the front façade and construction of an additional floor at fifth floor level with associated extensions to the rear at ground, third and fourth floor. The application is submitted to the London Borough of Camden (LB Camden) on behalf of Plumbing Pensions (UK) Ltd under the Town and Country Planning Act 1990 (TCPA). The Proposed Development is for the:

'Replacement of the front façade, installation of a glass roof to the rear ground floor lightwell and extensions to the third, fourth and fifth floors in association with the refurbishment of the existing office building'

1.2 This Statement outlines the Proposed Development and explains how the development complies with relevant national planning policy, the development plan and other material considerations.

1.3 This Statement should be read in conjunction with the other documents forming part of the application submission, comprising:

- Drawing Package (including Drawing Schedule, Existing and Proposed Plans, Elevations and Sections) by Brimelow McSweeney Architects;
- Design and Access Statement by Brimelow McSweeney Architects;
- Acoustic Report by Lee Cunningham Partnership;
- Preliminary Assessment BREEAM 2008 Offices by Eight Associates;
- Energy Assessment by Eight Associates;
- Application Form and Community Infrastructure Levy Form;
- Daylight and Sunlight Report by GVA;
- Draft Traffic and Logistics Management Plan by 21Construction;

1.4 The following sections of this Statement consider the site and its context (Section 2) and set out the relevant planning history of the site in Section 3. Section 4 describes the Proposed Development. Section 5 sets out the development plan and other material considerations, before providing a detailed planning assessment of the proposed development in Section 6. The overall conclusions are contained in Section 7.

2.0 SITE AND SURROUNDINGS

- 2.1 The existing building at 44-46 Whitfield Street was constructed in 1990 and covers a site area of 323sq.m. The Site is located within the ward of Bloomsbury within the LB Camden. The site is a purpose built office building set over 5 floors with a plant room at roof level. The property is entirely Class B1(a) offices and was until recently fully let.
- 2.2 The Site is located on the east side of Whitfield Street in a terrace between Goodge Street to the south and Tottenham Street to the north.
- 2.3 Whitfield Street is a mixed-use area characterised by residential and office buildings and does not have a predominant land use or architecture style. To the south of the site is a large modern five storey office building and to the north is the Percy Building, a residential building.
- 2.4 Parking along Whitfield Street is in zone CAE, which is controlled Monday-Saturday, 08:30-18:30.
- 2.5 The Site is not designated in or near a Special Archaeological Significance Area.
- 2.6 The site is located within the Charlotte Street Conservation Area, which contains a large number of commercial buildings and has a varied character including older and modern buildings.
- 2.7 The Site is not listed in the Conservation Area Appraisal and Management Plan (adopted July, 2008), but the Percy Buildings to the north are acknowledged as being a positive contributor and the Pollocks Toy Museum, opposite, is a Grade II listed building.
- 2.8 The site is within flood zone 1 and is therefore not at risk of flooding.
- 2.9 The closest Underground station is Goodge Street, approximately 300 metres east. The site is also located within walking distance to Tottenham Court Road station, which is approximately 400 metres south. The site has a PTAL rating of 6b in a range of 1 to 6 where 1 is poor and 6 is excellent.
- 2.10 The upper section of the property is visible from the east side of Tottenham Court Road due to the varying building heights in the terrace adjacent to Goodge Street Station. The plant room on the roof is also visible from long-range views along Scala Street.
- 2.11 The existing building is 5 storeys with stepped terraces on the rear. The plant which serves each floor is located on the stepped terraces as well as in the plant room on the roof.

Immediate Surrounding Properties

- 2.12 Whitfield Street is wholly within an area of the Charlotte Street Conservation Area which was a designated extension to the original Conservation Area in 1999. It is acknowledged as having pattern of larger scale development than the remaining Conservation Area as a result of infill developments following WWII bombing. These newer developments are larger in scale to the Georgian and Victorian properties found elsewhere. Some of the modern buildings have been

identified as “detractors” to the character and appearance of the area. Below are some details of some of the buildings on Whitfield Street (see Design and Access Statement 2.1).

Percy Buildings, 48-50 Whitfield Street

- 2.13 Located to the immediate north, The Percy Buildings are 5 storey residential flats that are not listed but are acknowledged as being a positive contributor in the Charlotte Street Conservation Area Appraisal and Management Plan (adopted July, 2008). The Percy Buildings appear to have influenced the existing design of the application site with brick and concrete finish and heavy, fortress-style windows.

40 Whitfield Street

- 2.14 Located to the immediate south is a large 5 storey office block. The building is modern designed with floor to ceiling glazing and concrete/metal finish.

39 Whitfield Street & 24-25 Scala Street

- 2.15 Located to the immediate south-west is a 5 storey mixed-use building comprised of a restaurant on the ground floor and office use on the upper floors. The ground floor design is comprised of large glazing with stallrisers and brick finish on the upper floors.

Pollock's Toy Museum, 1 Scala Street

- 2.16 Located to the immediate west is a 4 storey Grade II listed building. The Pollocks Toy Museum provides a historic connection to Victorian Toy Theatre and has been located at this site since 1969. Prior to WWII the museum was located in Shoreditch.

72 Tottenham Court Road

- 2.17 Located to the immediate east is a large 7 storey building comprising Gode Street underground station on the main floor, office accommodation on the first and second floors and residential flats on the upper floors.

9-11 Tottenham Street

- 2.18 Located to the immediate north (behind the Percy Buildings) is a 5 storey mixed use building comprised of a restaurant on the ground floor and residential flats on the upper floors. The building design uses concrete and ground to ceiling glazing on the ground level.

3.0 PLANNING HISTORY

44-46 Whitfield Street

3.1 An online search of the Planning History of the site obtained the following results:

Ref	Description	Decision	Decision date
8501548	Erection of one 1.8 metre diameter satellite receiving dish aerial on roof.	Approved	02/10/1985
8900211	Redevelopment of existing basement and 4 storey building to provide new 5 storey office block.	Approved	09/11/1989 (date on decision notice)
9000158	Approval of materials pursuant to condition 01 of planning permission (09/11/1989).	Approved	19/06/1990
9000159	Approval of roof plant details pursuant to condition 02 of planning permission (09/11/1989).	Approved	19/06/1990
9080066	The display of a single sided estate agents board measuring 12' by 8' at first floor level.	Refused	02/10/1990
PSX0004491	Relocation of 11 air handling units from rear light well area to rear lower flat roof area, retention of 8 units on rear upper roof area, retention of 1 fan coil unit in lower light well area and additional screening.	Approved	19/12/2000

3.2 The decision notice for the existing building (ref 8900211) did not restrict the use of the existing rear terraces.

3.3 The application (ref: PSX0004491) was submitted to the Council in November 2000 and was approved for the relocation of plant to the rear terrace areas.

Similar applications in the Immediate Area

3.4 Recent approvals for planning permission in the immediate surrounding area are set out below:

60 Charlotte Street

3.5 Planning permission (ref: 2005/2769/p) for extension to the second and seventh levels was granted in September 2005 and amended in August 2006 (ref: 2006/3177/p) to include alterations to entrances and facades and replacement of roof plant.

3.6 The design assessment from the officer (ref: 2006/3177/p) states:

'The bulk and massing remain the same as the extant scheme – therefore the principle of the second floor extension is considered acceptable. The proposed materials and detailing are considered a slight improvement with the somewhat fussy metal louver system of the extant scheme dispensed with in favour of cleaner lines and the use of pre-cast stone panels. This part of the proposal is therefore considered acceptable.'

31-37 Whitfield Street

- 3.7 Planning permission (ref: 2006/4024/p) was granted in November 2006 for the refurbishment of office building (class B1) including: Windows to ground and first floors, works to main entrance, extension to the fourth level and addition of an air conditioning plant with acoustic barriers on the roof level.
- 3.8 The planning officer stated that:

'It is proposed to remove the brickwork at ground and first floor level and install glazing in the form of three windows on each floor. This is welcome as it would allow for the introduction of an active frontage along this part of Whitfield Street. The third floor of the building would be extended to bring the front façade of the building forward in line with the adjoining property. This would be considered acceptable and would create a more uniform parapet line between the properties.'

43 Whitfield Street

- 3.9 Planning Permission (ref: 2008/3396/p) was granted in September 2008 for the replacement of existing windows and stallriser with full height glazing, removal of green marble covering pillars and replacement with timber painted white.
- 3.10 The planning officer did not believe that the changes to the frontage or removal of the green marble would harm the character or appearance of the building.
- 3.11 Planning permission (ref: 2008/3397/p) was granted in September 2008 for the partial change of use to B1 or A1 and the removal of garage doors and replacement with glazing. The officer did not believe that this would harm the Conservation Area.

45-51 Whitfield Street

- 3.12 Permission (ref: 2009/3266/p) was granted in September 2009 for the retention of alterations to the ground floor level.
- 3.13 The planning officer stated that: *'details of a matching style of openings to the building would have been preferable, the proposal is not considered harmful to the building or detrimental to the character and appearance of the CA.'*

4.0 PROPOSED DEVELOPMENT

- 4.1 The planning application proposes the refurbishment and extension of the existing office building to provide a high quality modern office building with a more efficient layout and expanded workspace. The design of the proposed extension and replacement façade has been informed by pre-application discussions with officers from LB Camden and specialist technical advice. Full details of the design development through the pre-application process are included in the Design and Access Statement.
- 4.2 The external alterations comprise two aspects. The first aspect is the addition of one storey at fifth floor level and extensions to the rear at third and fourth floor level. The existing rear lightwell at ground floor will be enclosed with a glass roof and incorporated into the ground floor office space. The second aspect is the replacement of the existing early 1990's façade.
- 4.3 The additional storey and extensions will accommodate 81 sq.m. (GIA) of additional office floorspace and a plant enclosure.
- 4.4 To ensure scale and uniformity with neighbouring buildings, the additional fifth storey will be set back in a mansard style and will be equivalent to the height of the adjoining building at No. 40. These measures will ensure the character and appearance of the Conservation Area is preserved and enhanced.
- 4.5 The proposed rear extensions of the third and fourth floors are in line with the existing enclosure to ensure that there is no undue encroachment on neighbouring properties. The additional storey will be visible in the backdrop of views from the east side of Tottenham Court Road amongst varying building heights and also from long-range views down Scala Street.
- 4.6 The upgrading of the façade is designed to achieve multiple objectives including creating a lighter more uniform appearance in the streetscape, giving the building a modern look and enabling more light to enter each floor, further enhancing the office space.
- 4.7 Upgrading this otherwise dated building will create a consistent, identifiable landmark building for the neighbourhood.
- 4.8 The existing plant is located on the rear terraces at third and fourth floor with a small plant room at fifth floor. The Proposed Development will replace all services and concentrate all plant space in an enlarged plant room at fifth floor.
- 4.9 The existing acoustic screens to the rear terraces will be replaced with translucent glass balustrades at third, fourth and fifth floors to avoid any potential overlooking and light spill towards the neighbouring residential properties.
- 4.10 While the interior alterations do not require planning permission, the whole interior will be refurbished to create a more open workspace and efficient floor plan which utilises natural light.

4.11 The refurbishment of the office space will bring the building up to modern standards and Building Regulations compliance and achieves a 63.8% total carbon emissions savings over existing and minimum Building Regulations requirements.

4.12 Services will be replaced to ensure energy efficiency of the building is improved and achievement of BREEAM 'very good' status.

Pre-Application Consultation

4.13 A pre-app meeting took place with officers from LB Camden on 19 March 2014 to present the Proposed Development. Following some initial design comments at this meeting revised plans were provided to the Council on 31 March 2014.

4.14 Further comments from the Conservation and Design officer were received by email on 8 April 2014 as follows:

- *The building should read in three elements, the bottom (double height bay), middle (second to fourth floors) and the top (roof extension). The double height bays should lie flush with the front elevation; the 2nd to 4th project out with the bay as proposed and the roof extension should remain as proposed. I note that you have installed the vertical glazing bar to the windows at roof level, this isn't necessary if you'd rather not have it.*
- *It is important there is a clear distinction between the three elements of the building so between the double height bay and the projecting bays there should be a stone/brick course to provide a distinct break, then between the fourth floor and roof extension I would revert back to the original proposal which shows the parapet line with the bay windows set down providing a clear break.*
- *In relation to the double height bays, the main entrance to the building should be clearly defined, at present it is not clear which opening provides the entrance; I would assume it is the middle but more should be made to define the entrance, this could involve making the two remaining openings one pane of glass.*
- *Would the middle section of the projecting bays be a single curtain walling system, we would prefer this as it achieves the best possible finish.*
- *The horizontal banding created by using different brick colours between each level should be removed to provide a cleaner finish.*

4.15 All of the above design comments have been incorporated in the current Proposed Development with the exception of the parapet line height, the full details and justification of which is set out in the Design and Access Statement (Elevational Structure).

4.16 The formal pre-application response was received on 23 April 2014 (see Appendix DWD1) and incorporated the same design comments as above. In addition the response confirmed the following:

- Upgrading the existing office accommodation is a welcomed form of development within this Central London location;
- Subject to the design amendments being incorporated the principle of the proposed works is acceptable;
- The impact on neighbouring amenity will need to be addressed in terms of outlook, daylight, sunlight and sense of enclosure. Light spillage was also raised as an issue;
- Noise from the proposed plant area would need to be addressed;

-
- Confirmation there is no requirement for the Proposed Development to be car free or car capped or provide cycle parking;
 - The Proposed Development should incorporate sustainable design and construction measures in accordance with Policy DP22.
- 4.17 The advice concluded that *“I consider the principle of the proposed development, subject to some alterations to the detailed design of the façade and demonstrating the development would not have a detrimental impact on the amenity enjoyed by neighbouring residents”*
- 4.18 It is considered that the Proposed Development has addressed the above design and neighbour amenity issues and is therefore considered acceptable.

5.0 PLANNING POLICY

- 5.1 Section 38 (2) of the Planning and Compulsory Purchase Act 2004 (PCPA) confirms that the development plan for any area within Greater London comprises the spatial development strategy and the development plan documents (taken as a whole) which have been adopted or approved in relation to that area.
- 5.2 The statutory development plan for the application site comprises the following:
- The London Plan (July 2011);
 - Revised Early Minor Alterations to the London Plan (REMA)(October 2013);
 - The LB Camden Core Strategy (2010); and
 - The LB Camden Development Policies DPD (2010).
- 5.3 Other material planning considerations consist of the following documents: Camden's Supplementary Planning Guidance (CPG); and the Charlotte Street Conservation Area Appraisal and Management Plan, adopted in July 2008;

Core Strategy

- 5.4 The following Core Strategy policies are relevant for this application:
- CS1 Distribution of Growth
 - CS2 Growth Areas
 - CS5 Managing the Impact of Growth and Development
 - CS8 Promoting a Successful and Inclusive Camden Economy
 - CS9 Achieving a Successful Central London
 - CS13 Tackling Climate Change by Promoting Higher Environmental Standards
 - CS14 Promoting High Quality Places and Conserving our Heritage

Development Policies

- 5.5 The following Development Management Policies are relevant for this application:
- DP13 Employment Premises and Sites
 - DP16 The Transport Implications of Development
 - DP22 Promoting Sustainable Design and Construction
 - DP23 Water
 - DP24 Securing High Quality Design
 - DP25 Conserving Camden's Heritage
 - DP26 Managing the Impact of Deployment on Occupiers and Neighbours
 - DP29 Improving Access

London Plan

5.6 The following London Plan policies are also relevant to this application:

- 2.10 Central Activity Zone – Strategic Priorities
- 4.2 Offices
- 5.2 Minimizing Carbon Dioxide Emissions
- 5.3 Sustainable Design and Construction
- 5.4 Retrofitting
- 7.4 Local Character
- 7.6 Architecture
- 7.8 Heritage Assets and Archaeology

Other Material Considerations

5.7 The following supplementary Camden planning guidance are relevant:

- Charlotte Street Conservation Area Appraisal and Management Plan (2008);
- CPG1 Design (2013);
- CPG2 Housing (2013);
- CPG3 Sustainability (2013);
- CPG5 Town Centres, Retail and Employment & Revised Planning Guidance for Central London (2013);
- CPG6 Amenity (2011);
- CPG8 Planning Obligations (2011)

Summary of Key Planning Policies

Core Strategy

5.8 Policy CS8 (Promoting a Successful and Inclusive Camden Economy) seeks to meet a demand of 615,000 sq m of office space by 2026. Excluding Euston and King's Cross, Camden projects to meet a demand of 101,000sq m office space by 2026 within Central London. This is further supported by Policy CS9 (Achieving a Successful Central London), which highlights the role that Central London will play in the development of office space.

5.9 Explanatory text (paragraph 9.5) identifies Tottenham Court Road as a growth area, in line with CS2, that could provide 'substantial number of new jobs and space for businesses; being of high quality design.'

5.10 Policy CS14 (Promoting High Quality Places and Conserving our Heritage) seeks to ensure the protection of heritage assets including Conservation Areas. However, the policy also seeks to promote the highest standard of design. Explanatory text (paragraph 14.3) states that '*As well as preserving this rich heritage, we should also be contributing to it by making sure that we create buildings of equally high quality that will be appreciated by future generations.*'

Development Management Policies

- 5.11 DP22.e states that *'non-domestic developments exceeding 500sqm are to achieve 'very good' in BREEAM and 'excellent' by 2016.'*
- 5.12 DP24 seeks to ensure that new developments and alterations are respectful of Camden's unique heritage and that the highest standard of design is undertaken. Explanatory text (paragraph 24.1 – 24.3) states that considerations should be made for natural and historic environment including listed buildings and Conservation areas, local context, high-quality design principles and materials and building style. This is further explained through *'character, setting, context and the form and scale of neighbouring buildings'* (DP24.a) and *'the provision of visually interesting frontages at street level'* (DP24.d).
- 5.13 Explanatory text (paragraph 24.4) states that high quality sustainable design *'is not just about the aesthetic appearance of the environment, but also about enabling an improved quality of life, equality of opportunity and economic growth.'*
- 5.14 Explanatory text (paragraph 24.7) indicates that developments should consider *'the prevailing pattern, density and scale of surrounding development as well as the impact on existing rhythms, symmetries and uniformities in the townscape.'*
- 5.15 DP25.b seeks to *'only permit development within conservation areas that preserves and enhances the character and appearance of the area'* and DP25.g seeks to *'not permit development that would cause harm to the setting of a listed building.'*
- 5.16 Explanatory text (paragraph 25.6) elaborates that *'the Council has a general presumption in favour of retaining buildings that make a positive contribution to the character and appearance of a conservation area.'*

London Plan

- 5.17 Policy 4.2.C (Offices) seeks to *'encourage renewal and modernisation of the existing office stock in viable locations to improve its quality and flexibility.'*
- 5.18 Policy 5.2 (Minimizing Carbon Dioxide Emissions) sets out an energy hierarchy:
- 1 Be Lean: Use less energy
 - 2 Be Clean: Supply energy efficiently
 - 3 Be Green: Use renewable energy
- 5.19 Policy 7.4 (Local Character) encourages developments that take into account the current pattern and grain of spaces, scale, proportion and mass of neighbouring buildings and historic and natural environment. It also encourages those that enhance existing buildings and are built at a human scale.

National Planning Policy Framework

- 5.20 The NPPF offers wide support for proposed development with high quality design. Paragraph 58 states that a development should contribute to a sense of place, be visually attractive and respond to local character, history and identity.
- 5.21 The NPPF requires local planning authorities to take into account: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring; the desirability of new development making a positive contribution to local character and distinctiveness; and opportunities to draw on the contribution made by the historic environment to the character of a place (NPPF paragraph 126).

Charlotte Street Conservation Area Appraisal and Management Strategy

- 5.22 Paragraph 1.5 acknowledges that while the strategy's overarching aim is to preserve the heritage of the area, it is impossible to identify all details at the street and building level. Therefore, the general strategy is to protect the special interest of the area and all future proposals should be considered in light of this character and appraisal.
- 5.23 Paragraph 4.6, 4.8 and 6.10 identify that the area has evolved to become a very mixed-use, vibrant neighbourhood with a distinct 'bohemian' feel.
- 5.24 Paragraph 3.7, 3.10, 6.3, 6.21 identify building features such as façade finishes, roof patterns, windows, entrances, elevation articulation, streetscape and brick use that add to the character of the conservation area.
- 5.25 The strategy recognizes the development pressure of the area (paragraph 13.13) and includes methods of minimizing negative impacts caused by replacement of character supporting features such as inappropriate painting, replacement of historic fabric and original details, inappropriate roof-level extensions, addition of roof ventilation, plants or satellite dishes (paragraph 12.3).
- 5.26 Paragraph 13.16 states that '*High quality design and high quality execution will be required of all new development, which will be expected to respect the existing character, scale and mix of uses.*'

Camden Planning Guidance 1 - Design

- 5.27 CPG1 reiterates CS14, DP24, DP25 and London Plan policy 7.4 by seeking to achieve high quality design in the borough and encouraging applicants to consider '*context, height, accessibility, orientation, sitting, detailing and materials*' (paragraph 2.8).
- 5.28 Paragraph 2.1 states that good design should consider lighting, views, privacy and shadows of ground and upper floors for neighbours, onlookers/visitors and for the general character of the neighbourhood.

5.29 For applications seeking roof extensions it is important to consider scale, proportion, dimension and detailing. Furthermore, extensions should respect and preserve architectural style without causing loss of amenity to adjacent properties (paragraph 4.1).

5.30 Proposed roof alterations are likely to be acceptable when there is an 'established form of roof addition or alteration to a terrace or group of similar buildings and where continuing the pattern of development would help to re-unite a group of buildings and townscape' (paragraph 5.7)

Camden Planning Guidance 3 – Sustainability

5.31 Paragraph 4.3 reiterates CS13 DP22 expectations for high level of efficiency in retrofitting including BREEAM 'very good' for developments 500sqm or larger , but offers further explanation including at least 10% of development cost on improvements.

5.32 Paragraphs 4.4 – 4.10 offers tangible solutions for decreasing energy consumption and increasing efficiency. They include but are not limited to: Windows, lighting, draught, insulation, heating and hot water.

Camden Planning Guidance 5 – Town Centres, Retail and Employment

5.33 Supporting CS8, which outlines demands for office space in the borough, paragraph 7.4 mentions that the Council will consider applications that offer modern features, cater to small-medium-sized enterprises; have an existing tenant and whether or not the tenant will be relocating.

Camden Planning Guidance 6 – Amenity

5.34 Daylight impacts by developments on existing properties should be measured using either Vertical Sky Component (paragraph 6.9) or Average Daylight Factor (paragraph 6.11).

5.35 There are four areas that are considered sensitive to overlooking, including, living rooms, bedrooms, kitchens and gardens nearest to the house. Development should be planned to avoid overlooking by maintaining a distance of 18m between habitable windows and areas sensitive to overlooking (paragraph 7.4).

5.36 When 18m cannot be met the use of walls, screening, fencing, obscure glazing and other structures or landscaping can be deployed (paragraph 7.5)

Camden Planning Guidance 8 – Obligations

5.37 The Proposed Development is under the minimum threshold for section 106 obligations according to CPG8 (paragraph 6.9 & figure 3, 10.6, 11.3 & figure 6)

6.0 PLANNING ASSESSMENT

6.1 This section of the Planning Statement provides an assessment of the Proposed Development in relation to development plan policy and other material considerations relevant to the Proposed Development. It is considered that the key planning issues are as follows:

- Land Use Principles;
- Conservation and Urban Design;
- Accessibility
- Daylight and Sunlight;
- Energy and Sustainability;
- Transport

Land Use Principles

- 6.2 The proposal seeks to extend the existing building at the rear by adding one storey and extensions to the third and fourth floor and to upgrade and modernize the front façade.
- 6.3 The proposal, albeit by a small amount, contributes to CS8, which seeks to increase the amount of office floor space in Central London.
- 6.4 Further support for the proposal is seen in London Plan policy 4.2.C seeking to ‘*encourage renewal and modernisation of the existing office stock in viable locations to improve its quality and flexibility*’, which is a central objective of our client.
- 6.5 The Council’s pre-app letter confirms that there are no concerns with the Proposed Development in terms of land use.

Conservation and Urban Design

- 6.6 The proposal meets design criteria set out in the Core Strategy and Development Management plan, both of which are supported by the Charlotte Street Conservation Area Appraisal and Management plan, all of which seek to protect the character and preserve the heritage within the Borough.
- 6.7 CS14.a and CS14.b seek to:
- *a. require development of the highest standard of design that respects local context and character*
 - *b. preserve and enhance Camden’s rich and diverse heritage asserts and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens*
- 6.8 The property to the immediate south at 40 Whitfield Street and one street west at 60 Charlotte Street both utilise contemporary designs that encompass large glazing and refinished, modern facades.

- 6.9 Planning permission at 40 Whitfield Street was granted on appeal in 2001.
- 6.10 Permission for 60 Charlotte Street was granted in 2005 and amended in 2006. The officer commented on the design details stating that:
- 'The bulk and massing remain the same as the extant scheme – therefore the principle of the second floor extension is considered acceptable. The proposed materials and detailing are considered a slight improvement with the somewhat fussy metal louver system of the extant scheme dispensed with in favour of cleaner lines and the use of pre-cast stone panels. This part of the proposal is therefore considered acceptable'*
- 6.11 DP 24.a and DP24.b state that designs should consider:
- a. *character, setting, context and the form and scale of neighbouring buildings*
 - b. *the character and proportions of the existing building, where alterations and extensions are proposed*
- 6.12 The application is accompanied by a Design and Access Statement by Brimelow McSweeney Architects which describes the design and use of materials in detail. The Site is located in the Charlotte Street Conservation Area and is not recognised as making a positive contribution to the conservation area.
- 6.13 The design evolved throughout the pre-application consultation with officers at the LB Camden and considering the character of both neighbouring buildings, the Proposed Development will combine elements of the neighbouring buildings by matching scale and roof lines, placing extensions at the rear, mansard style and deploying clean lines with distinct, recognisable features and colour schemes adding to the sense of place and creating an identifiable landmark.
- 6.14 The proposal will seek to add to the Borough's rich diversity of architecture and to complement the unique historic features of the Charlotte Street Conservation Area. It is considered that the Proposed Development will cause no harm to existing heritage assets and will make a positive contribution to the local character and distinctiveness of the conservation area. It therefore accords with national, strategic and local planning policy.

Accessibility

- 6.15 Accessibility is a high priority within the Borough and for the Proposed Development. DP29 (Improving Access) seeks to promote the removal of barriers and improving the accessibility of facilities and opportunities for all.
- 6.16 The accompanying Design and Access statement offers details for the accessibility of the proposal which are in line with the standards set out by the Council including a new enlarged lift, wheelchair accessible combined WC and shower on the ground floor and level access and egress at the main entrance.

Daylight and Sunlight

- 6.17 The application is accompanied by a daylight and sunlight assessment by GVA, which analysed the impact of the Proposed Development on neighbouring residential properties; the assessment has been undertaken in accordance with the BRE Report 'Site Layout planning for daylight and sunlight: a guide to good practice'. Camden's CPG6 confirms the Council's support for the aims of the BRE methodology for assessing sunlight and daylight.
- 6.18 GVA assessed windows at 48 & 50 Whitfield Street, 13/11/9/7/5 Tottenham Street and 72 Tottenham Court Road. In terms of daylight, all of the assessed windows meet the BRE guidelines by having a vertical sky component with the proposed development in place of more than 0.8 times the existing value and therefore meet the BRE guidelines.
- 6.19 In respect of sunlight, all windows pass with the exception of 1 window at 9 Tottenham Street which serves a bedroom. Bedroom windows are considered 'less important' and the window will retain an annual sunlight value of 45%, compared with a BRE guideline value of 25%, therefore excellent annual sunlight will be retained.
- 6.20 The Daylight and Sunlight assessment confirms that all but one of the assessed windows will meet the BRE guidelines and the impact of the Proposed Development on neighbouring properties is small and not significant and is therefore considered acceptable in strategic and local planning policy terms.

Overlooking, Privacy and Outlook

- 6.21 The rear of the Proposed Development is overlooked by windows serving habitable rooms at 48-50 Whitfield Street, 5-7 and 13 Tottenham Street and 72 Tottenham Court Road. There is also an existing terrace to the rear at fourth floor level of 5-7 Tottenham Street. These windows already have a limited expectation of privacy from the existing building and the proposed development would not alter this.
- 6.22 The Design and Access Statement provides a detailed analysis of how overlooking will be minimised from the proposed terraces at third, fourth and fifth floor levels by replacing the existing acoustic screening with translucent glass balustrades which will protect the residential windows from overlooking and also soften any potential light spillage from the office use.
- 6.23 The replacement of the existing acoustic screens will tidy up the rear elevations and at the same time allow for the daylight to penetrate to the low level windows in an improved way and improve the outlook for the neighbouring residential properties.

Transport

- 6.24 The LB Camden's pre-application letter confirmed that as the use of the building would remain as existing there are unlikely to be any requirements to secure the development as car free or car capped. Furthermore given the additional space is less than 500sq.m the Proposed Development is also not required to provide cycle parking spaces.

6.25 The application is supported by a draft Traffic and Logistics Management Plan by 21Construction sets out the provisional details construction traffic including large and small deliveries, and how this will integrate with local traffic in the area.

6.26 The Proposed Development is therefore considered acceptable in strategic and local transport policy terms.

Sustainability & Energy

6.27 At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking (NPPF paragraph 14).

6.28 The application is accompanied by a Preliminary Assessment 'BREEAM 2008 Offices' by Eight Associates which confirms that from the outset the Proposed Development has been focused on promoting energy efficiency and sustainability.

6.29 Policy DP22 requires all non-domestic developments over 500sqm to achieve BREEAM 'very good.' The Proposed Development proposes 81sq.m (GIA) of additional non-domestic floorspace, and therefore the proposal exceeds the requirement of DP22 by achieving a BREEAM rating of 'very good'.

6.30 Furthermore the Preliminary Assessment confirms that the Proposed Development meets the LB Camden's CPG3 targets of un-weighted BREEAM credits of 60% under Energy and significantly exceeds the targets for Water (83%) and Materials (77%).

6.31 The application is accompanied by an Energy Assessment by Eight Associates which demonstrates that a thorough review has been undertaken of the energy technology options for the site to ensure the most appropriate energy strategy is implemented.

6.32 The Energy Assessment confirms that the Proposed Development will achieve a 63.8% total carbon emissions savings over the existing and minimum Building Regulations requirements which are significantly higher than the 40% reduction required by the London Plan Policy 5.2.

6.33 The overall energy strategy and sustainability statement demonstrate a commitment beyond the minimum standards and therefore accords with strategic and local planning policy.

Noise and Disturbance

6.34 Policy DP28 aims to ensure that noise and vibration is controlled and managed. It sets out the Council's thresholds for noise and vibration.

6.35 The application is accompanied by a draft Traffic and Logistics Management Plan which confirms that during construction careful consideration will be made to lessen the impact of dust, noise and vibration to preserve the surrounding residential and local areas.

6.36 The application is also accompanied by an External Plant Assessment by LCP. The report assesses the potential noise impacts from the proposed plant at fifth floor level to the nearest noise sensitive receptors.

6.37 The report concludes that the calculations show that noise from the proposed plant will not exceed the thresholds set by Policy DP28 and therefore accords with local planning policy.

7.0 CONCLUSION

- 7.1 The Proposed Development will replace the existing 1990's low grade office space with new innovative, flexible, high quality employment workspaces to meet the requirements of contemporary urban work practices.
- 7.2 The design of the extensions and proposed replacement façade has been informed by pre-application discussions with officers from LB Camden and specialist technical advice.
- 7.3 The LB Camden's pre-application advice concluded that the principle of the proposed development, subject to some alterations to the detailed design of the façade and demonstrating the development would not have a detrimental impact on the amenity enjoyed by neighbouring residents.
- 7.4 The accompanying Design and Access Statement demonstrates the detailed design changes that have been incorporated through the pre-application process with the LB Camden and it is considered that the proposal will add to the Borough's rich diversity of architecture and to complement the unique historic features of the Charlotte Street Conservation Area. It is considered that the Proposed Development will cause no harm to existing heritage assets and will make a positive contribution to the local character and distinctiveness of the conservation area. It therefore accords with national, strategic and local planning policy.
- 7.5 The Energy Assessment confirms that the Proposed Development will achieve a 63.8% total carbon emissions savings over the existing and minimum Building Regulations requirements which are significantly higher than the 40% reduction required by the London Plan Policy 5.2.
- 7.6 The Proposed Development exceeds the requirement of DP22 by achieving a BREEAM rating of 'very good', and meets the LB Camden's CPG3 targets of un-weighted BREEAM credits of 60% under Energy and significantly exceeds the targets for Water (83%) and Materials (77%).
- 7.7 The proposed development will not have a detrimental impact on the amenity enjoyed by neighbouring residents in respect of Daylight and Sunlight, Overlooking, Privacy and Outlook, Transport, Noise and Disturbance.
- 7.8 In summary, we conclude that the Proposed Development is in accordance with all relevant national, regional and local policy objectives and has addressed fully the issues raised in the LB Camden's pre-application response and will enhance the vitality of the local area.

Signed: *Dalton Warner Davis LLP*

Dalton Warner Davis LLP

Date: May 2014.....

APPENDIX DWD 1: LB CAMDEN PRE-APP LETTER 23 APRIL 2014

**Development Control
Planning Services**
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND

Tel 020 7974 4444
Fax 020 7974 1975
planning@camden.gov.uk
www.camden.gov.uk/planning

Mr B Murphy
Dalton Warner Davis LLP
21 Garlick Hill
London
EC4V 2AU

Our Ref: 2014/1299/PRE
Contact: Seonaid Carr
Direct Line: 020 7974 2766
Email: seonaid.carr@camden.gov.uk

Date: 23 April 2014

Dear Mr Murphy,

Re: Erection of additional floor at fifth floor level and extensions to the stepped additions at the rear with replacement façade to office building.

I write with regard to your pre application request for the above proposal at 44-46 Whitfield Street, London, W1T 2RJ and following the meeting of Wednesday 19 March 2014. I have provided a response below based on the plans provided within your submission and the revisions received on 31 March 2014.

Policy:

The policy context for the proposal is provided by the following policies:

Local Development Framework Core Strategy

- CS1 (Distribution of growth);
- CS3 (Other highly accessible areas);
- CS5 (Managing the impact of growth and development);
- CS9 (Achieving a successful Central London);
- CS13 (Tackling climate change through promoting higher environmental standards);
- CS14 (Promoting high quality places and conserving our heritage);

Local Development Framework Development Policies

- DP16 (The transport implications of development);
- DP20 (Movement of goods and materials);
- DP22 (Promoting sustainable design and construction);
- DP24 (Securing high quality design);
- DP25 (Conserving Camden's heritage);
- DP26 (Managing the impact of development on occupiers and neighbours);
- DP29 (Improving access).

Supplementary Planning Guidance

- CPG1 (Design)
- CPG2 (Housing)
- CPG6 (Amenity)
- CPG7 (Transport)
- CPG8 (Planning Obligations)
- Charlotte Street Conservation Area Appraisal and Management Plan (2008)
- Fitzrovia Area Action Plan (2014)

On a regional and national level the London Plan (2011) policies and the National Planning Policy Framework (March 2012) would also be relevant.

Proposal:

Pre application advice is sought in respect of refurbishment works to the existing office building to replace the façade of the building and erect an additional floor at fifth floor level with associated extensions to the rear elevations.

Having regard to the proposed development, the main issues are:

- Land Use
- Design and impact on character
- Impact on neighbouring amenity
- Transport
- Sustainability
- The planning application

Land Use

The proposed development would upgrade the existing office accommodation, bringing it up to current building regulations and market standards. Upgrading the existing office accommodation is a welcomed form of development within this Central London location. As such there are no concerns in terms of land use.

Design and Impact on character:

The application site comprises a five storey mid terrace property which was construction in the 1990s. The site is located within the Central London Area Zone and is also within the Charlotte Street Conservation Area.

The overarching aim of Policies CS5, CS14, DP24 and DP25 are to secure high quality design that safeguards the heritage of the Borough. CPG4 also provides detailed design advice on acceptable forms of development.

Looking firstly to the replacement of the façade of the building, the existing building is not noted as being a positive contributor and in my opinion is not of any significant architectural merit that would warrant its retention. As such I consider the principle of a replacement façade would be acceptable. With regard to the latest set of plans I would reiterate the points I made in my email of 08 April:

- The building should read in three elements, the bottom (double height bay), middle (second to fourth floors) and the top (roof extension). The double height bays should lie flush with the front elevation, the 2nd to 4th project out with the bay as proposed and the roof extension should remain as proposed. I note that you have installed the vertical glazing bar to the windows at roof level, this isn't necessary if you'd rather not have it.
- It is important there is a clear distinction between the three elements of the building, it is advised that between the double height bay and the projecting bays there should be a stone/brick course to provide a distinct break, then

between the fourth floor and roof extension I would revert back to the original proposal which shows the parapet line with the bay windows set down providing a clear break.

- In relation to the double height bays, the main entrance to the building should be clearly defined, at present it is not clear which opening provides the entrance, I would assume it is the middle but more should be made to define the entrance, this could involve making the two remaining openings one pane of glass.
- We would prefer that the middle section of the projecting bays be a single curtain walling system as it achieves the best possible finish.
- The horizontal banding created by using different brick colours between each level should be removed to provide a cleaner finish.
- I do not object to the proposed roof extension which I consider respects the building heights of neighbouring properties and would be set sufficiently behind the parapet to not appear overly dominant when viewed from the surrounding streetscene.

In light of the above, I consider there are still some amendments to the design which need to be addressed however the principle of the proposed works is acceptable.

Please note, should you choose to submit an application for the proposed works, please provide a section through the property to show the existing and proposed internal levels of the building.

Impact on neighbouring amenity:

As per Policy DP26, the Council seeks to ensure development protects the quality of life of occupiers and neighbours with regard to issues such as outlook, daylight, sunlight and sense of enclosure.

The nearest residential neighbours are 48-50 Whitfield Street, 5-7 and 13 Tottenham Street and 72 Tottenham Court Road. I would advise that a daylight and sunlight report is submitted as part of the proposal to demonstrate that the adjoining neighbours would continue to receive a sufficient levels of daylight and sunlight as a result of the roof addition.

With regard to privacy, the development includes the introduction of terraces at third, fourth and fifth floors together with the installation of sliding doors to the west elevation of the building. I am concerned with the level of overlooking that would be experienced by neighbouring residents as a result of these terraces and new fenestration. I would agree that the fenestration is likely to be set at a sufficient distance as not to impact on the privacy of neighbouring residents, however it is also to do with the sense of being overlooked. At present within the west elevation there are small openings in keeping with the character of the surrounding area, the proposal would introduce large openings of glass which increase the sense of neighbouring residents being overlooked and also raise concern with regard to light spillage. I would therefore advise that the window openings are reduced to address this concern. Or if you are not willing to reduce the openings I would advise you demonstrate that it would not be possible for neighbours to be overlooked and address how the issue of light spillage would be dealt with. Please note this couldn't be dealt with via condition as the use of the building is already B1 it is unlikely we would condition the hours of use of the building.

With regard to the terraces, it is noted there are existing terraces to the rear of properties along Tottenham Street, the proposed terrace at third floor level would be on the same level as the terrace to the rear of No.5-7 Tottenham Street and look directly onto this terrace which serves a residential property. I would advise some form of privacy screen is built into the terrace at third floor level to protect the amenity

of neighbouring residents, please note the design of this would need to integrate well with the host building.

With regard to the terraces at fourth and fifth floors, you have demonstrated within your applications that it would be difficult for persons standing on these terraces to overlook neighbouring residents, I would advise you submit a similar model to support your application as the issue of overlooking between these terraces and neighbouring residents needs to be addressed for the Council to consider the development acceptable in this regard.

It was discussed during the meeting that to the rear of the building as existing there are a number of plant units on the flat roofs of the building. The proposed development would remove these and enclosure within a plant area at fifth floor level. I would welcome the removal of the plant and the tidying up of this elevation. To support your application I would advise the submission of an acoustic report to demonstrate that the proposed arrangement would result in noise levels in accordance with DP28. It may be that the proposed development would result in reduced noise levels in comparison to the existing situation given the units would be removed and the new units would be enclosed, a reduction in the levels of noise would be welcomed in this inner London location with residential properties within close proximity to the site.

Transport Implications:

As the use of the building would remain as existing there are unlikely to be any requirements to secure the development as car free or car capped. Given the additional floorspace is less than 500sqm you would not be required to provide any cycle parking, however if there are no existing cycle parking spaces I would encourage you to consider the provision of some to promote sustainable modes of transport. Details of acceptable cycle storage can be found in CPG 7.

It is likely that we would secure a Construction Management Plan via a Section 106 should planning permission be granted and a financial contribution towards potential damage to the adjacent highway may be sought, this would also be secured via a Section 106 legal agreement.

Sustainability

The Council would require development to incorporate sustainable design and construction measures. You are advised to submit a statement demonstrating how relevant measures have been incorporated into the design and proposed implementation as per Policy DP22.

The Planning Application:

Please ensure that you submit all the required information in accordance with the validation checklist. More details can be obtained from our website as to the requirements of a valid application these can be accessed at <http://camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/making-an-application>

Conclusion:

In light of the above advice, I consider the principle of the proposed development acceptable, subject to some alterations to the detailed design of the façade and demonstrating the development would not have a detrimental impact on the amenity enjoyed by neighbouring residents.

This document represents the informal initial officer view of your proposals based on the information available to us at this stage and would not be binding upon the Council, nor prejudice the decision of any subsequent planning applications submitted.

If you have any queries about the above letter or the attached document please do not hesitate to contact **Seonaid Carr** on **020 7974 2766**.

It is important to us to find out what our customers think about the service we provide. To help, we would be very grateful if you could take a few moments to complete our [pre application enquiry survey](#)¹. We will use the information you give us to monitor and improve our services. Thank you for using Camden's pre-application advice service.

Yours sincerely

Seonaid Carr
Senior Planning Officer
West Area Team

¹ <https://consultations.wearecamden.org/culture-environment/259f41ed>