

26 April 2013

Ms. Amanda Peck,  
LB Camden,  
Regeneration and Planning Development Management  
Camden Town Hall,  
Judd Street,  
London,  
WC1H 8ND.



Dear Amanda

**Centre Point, 101-103 New Oxford Street, London WC1A**

Planning Application Consultation

**Application Ref : 2013/1957/P, Associated Ref : 2013/1961/L : Scheme A**

**Application Ref : 2013/1970/P, Associated Ref : 2013/2000/L : Scheme B**

The comments set out below are applicable to the applications for Scheme A and Scheme B, and I would be grateful if these comments could be registered to both applications.

We write in support of the detailed planning application that gives Centre Point and its wider context a new lease of life. We occupy office space in the office building immediately adjacent to the East side of the site, Castlewood, 85 New Oxford Street. We are active members of the Midtown Business Club and one of my Partners is Large Corporates and Professional Services Lead for the Development Board of the Bloomsbury Festival, and we look forward to the continued transformation and wider regeneration of this popular but long neglected quarter of London.

Centre Point is one of London's most iconic buildings. Designed by architect Richard Seifert and constructed in 1966, it was one of London's first skyscrapers, forming an effective anchor to Eastern end of Oxford Street, becoming an important urban marker and a way point for London as a whole. However, Centre Point House, the bridge link and the associated public realm have fared less well over time, and have failed to engage with or animate the wider public realm.

It is unfortunate that the existing tower has very tight floor to floor heights and relatively small floor plates, which are no longer attractive or viable in London's increasingly sophisticated office market. However, they would appear to be ideal for the proposed residential led change of use, which is to be welcomed as a means of breathing new life into this key landmark and securing its long-term future.

It also offers an opportunity to make significant performance improvements to the fabric of the tower, including new sympathetically detailed windows, which are to be encouraged. Whilst we recognize that the area would lose an element of employment use, this is more than offset by the recent completion of the Grade 'A' office space contained within the Central St. Giles scheme, and the wider benefits that come from a much richer mix of uses at this key hub, where residential accommodation will help to reinforce a strong

sense of ownership and place, encouraging the passive policing of the public realm and further discouraging previous anti-social behavior problems in the area.

This improved balance to the community will also reduce demand on public transport and a carefully guided retail offer will increase dwell time to further ease critical peak loads on this important public transport hub.

Removing the public realm and the glass box infill underneath the link bridge from the scope of the application will also give you time to work up and promote a more fully coordinated scheme with Transport for London, and we look forward to seeing these ideas develop in time.

However, the proposed pedestrianisation of the wider public realm and associated change in priorities from traffic to favour pedestrians is welcomed, without compromising accessibility to what will soon be a greatly enhanced public transport network, reinforcing pivotal links between Oxford Street, Soho, St. Giles and Covent Garden and engaging with the new Crossrail and underground station facilities. These are important elements of the overall masterplan and we hope that Camden will support these initiatives when brought forward.

With a vibrant and coherent public realm animated by an exciting retail and residential offer, this would become a destination that London could be proud of, but care will be needed to avoid excessive permeability, as too many links can make public space less attractive to use, and associated hostile wind environments are to be avoided.

Bold and visionary schemes like this are a once in a lifetime opportunity, and to get it right, we would encourage the council to concentrate funds from any Section 106 agreement towards ensuring that high quality and durable materials are used in the public realm to meet the considerable demands that will be placed on them by the very success of the place in the future.

We also support changes made to the scheme since the recent application including the Affordable Housing provision that arises from the redevelopment of the Intrepid Fox Pub. It is a rare opportunity to create affordable housing immediately adjacent to a listed building in this key location and should be welcomed.

We note that the amount of car parking has been further reduced to 17 spaces. As there are circa 120 spaces in the existing development, this represents a significant reduction and substantial loss of a key asset for the area, and we would urge the applicants to look at options that retain existing car parking spaces, which we feel is the most appropriate solution that helps to make the best use of parking spaces across the borough.

With kind regards

Yours sincerely



For and on behalf of Robin Partington Architects

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**Bloomsbury Central Baptist Church**

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Amanda Peck  
Principal Planning Officer  
Planning and Public Protection  
Culture and Environment  
London Borough of Camden

2013/1082/P  
18 MARCH 2013

Dear Ms. Peck

**Re: Centre Point Redevelopment**

I am writing on behalf of Bloomsbury Central Baptist Church, 235 Shaftesbury Ave., London WC2H 8EP (the "Church") in connection with a Planning Application by Almacantar for the refurbishment of, and alterations to, Centre Point Tower and the block next door, Centre Point House. We are aware that a Planning Application for this project was rejected by the Council in 2012 and this response relates to a revised Planning Application to be considered in 2013.

The Church supports the conversion of this property from office to residential accommodation but we are concerned at the limited numbers of affordable units included in the current Application. We understand that the current proposal contains either 8 or 16 affordable units to be created on the site of the Intrepid Fox pub, which Almacantar have recently purchased. We understand that the cost to the developers of these 8 or 16 affordable units is such that they could build 64 purpose-built affordable units elsewhere.

The Church is aware of Camden's affordable housing policies and we were delighted with the final outcome achieved on the St. Giles Court development. We know that the Council would prefer to see a mix of affordable and other types of residential accommodation on site, but in this instance we believe that the small number of units on the site of the Intrepid Fox will yield far too little affordable local accommodation.

We understand that there are plenty of potential sites for building affordable homes and that some of these, such as the West Central Post Office site, are close to Centre Point.

Yours sincerely,

David Porter

For



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

RECEIVED

- 7 MAY 2013

CULTURE & ENVIRONMENT

1.5.13.

Dear Sir

Proposed development at Centre Point, 101-3 New Oxford St and 5-24 St Giles

High St

Applications by Almacantar (Centre Point) Ltd 1A and 1B for planning permission and listed building consent  
2013/1957/P 1961/L 1970/P and 2000/L.

I am the owner and occupier of Flat 18 Centre Point House which is on the site of the above proposals and I wish to object to parts of the above applications on the following grounds:

1. Change of use of Centre Point House at first and second floor levels from office use to flexible retail/restaurant/bar use.

Ground. The building was deliberately planned so that the office use on the lower floors did not interfere with the residential use on the upper floors. The change is unnecessary and harmful to the residential occupiers above because of the noise disturbance and pollution associated with restaurant/bar use.

2. Alterations and extensions to the existing building at ground floor level to provide flexible retail/restaurant/bar use.

Ground. The alterations are unnecessary and according to the Applicant will involve at least 8 months (six days a week) of severe disturbance by noise, dust and vibration to the residential occupiers.

3. Alterations to the exterior of Centre Point House including the replacement and refurbishment of the facades including fenestration.

Ground. The work is unnecessary and cannot be done without the consent of all the leaseholders some of whom do not want the work.

4. Redevelopment of the adjacent public house to provide flexible retail with 13 (or 16) affordable housing units above.

Grounds:

a) This is the worst type of unneighbourly development which will block all light air and views from the many windows on the south facade of Centre Point House and turn the common parts into dark and unpleasant areas.

b) Centre Point House is a listed building carefully designed with the common parts well lit and ventilated at the end of the block and a wall largely of glass overlooking St Giles Church. It makes a mockery of the architect's intentions to add seven intrusive storeys to the southern part resulting in a lopsided building with the common parts of the present building in the centre and no coherent design.

c) The staircases and landings at Centre Point House have windows which could be accessed by fire ladders in case of emergency. The new building would eliminate all those windows.

d) The southern part of the residential block contains laundries which would be deprived of ventilation by the new block.

I would not want it thought that I am against social housing. I am in favour in the right place, but to cram all the social tenants into one separate block is poor planning and offensive.



**Peck, Amanda**

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**From:** Dike, Darlene  
**Sent:** 24 May 2013 17:48  
**To:** Peck, Amanda  
**Subject:** FW: Application 2013/1970/P Centre Point Tower  
Hi Amanda

Please find (brief!) comments below

Thanks

**Darlene Dike**

Planning Technician | Fast Track and Validations Team | Development Management

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**From:** Matthew Bennett [REDACTED]  
**Sent:** 20 May 2013 22:42  
**To:** Planning  
**Subject:** Application 2013/1970/P Centre Point Tower

Thank you for asking the Soho Society to comment on this scheme. We support the scheme as proposed and in particular the provision of 16 affordable housing units.

Matthew Bennett  
Chairman, Planning and Environment Committee, The Soho Society

## East Area

2013/1970/P	Centre Point Tower, Centre Point Link and Centre Point House 101-103 New Oxford Street and 5-24 St Giles High Street London WC1A 1DD	Amanda Peck	Sharon Owen	05/05/2013 15:24:16	COMMNT
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### Response:

I object highly to the planning permission to turn Centre Point into houses AND the closure of the Intrepid Fox to be converted into a flexible restaurant/bar. The Intrepid Fox has it's routes in the area for 229 years and is a central hub for anyone interested in rock music, it is right next to Denmark Street which itself is musically oriented as well as being close to another pub of a similar style the Crobar. There is no need for more 'generic' restaurants and bars in Central London, the Intrepid Fox is different and that is why it is known throughout the UK. Where will the likes of Lemmy from Motorhead chill out away from the paparazzi when he's in London? And all the other rock artists who love the Intrepid Fox, because of it's heritage and status.

The Intrepid Fox plays host to up and coming bands and gives them a place to start performing and gaining fans, without the need for them to sell x amounts of tickets. Without the Intrepid Fox bands will struggle to perform anywhere without having a financial risk.

Please deny this planning permission, London should be about the heart and soul of different cultures, not about corporate greed.

I also feel that turning Centre Point into housing will be disastrous for the area, it will be fill of the upper classes who will complain at any noise coming from Soho. Tottenham Court Road area is designed to be a commercial area, not residential. I am aware of the housing shortage, but the housing that is needed is affordable housing away from the centre of London, not &#163;1m or more flats.

I hope you make the right decision

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20 May 2013

Ms Amanda Peck  
LB Camden  
Regeneration and Planning Development Management  
Camden Town Hall  
Judd Street  
London WC1H 8ND.

Dear Ms Peck

**REDEVELOPMENT OF CENTRE POINT -**

**Scheme A**

PP - 2013/1957/P  
LBC - 2013/1961/L

**Scheme B**

PP - 2013/1970/P  
LBC - 2013/2000/L

I write as a business currently located in Centre Point, New Oxford Street to support the proposals to re-develop Centre Point.

The current building looks tired and is not fully occupied as office accommodation. With the development of Cross Rail, a change of use to residential is very appropriate and it is disappointing that the previous application was refused.


I welcome the :

- external areas being managed to better 'ground' the building' and to create a new public space as soon as LBC and TfL bring forward a planning application;
- continued upgrade of the area and the progress with Crossrail leading to a re-opening of Charing Cross Road to connect with Tottenham Court Road once more;

- rationalisation of the east elevation of Centre Point House to bring forward the frontage.
- replacement of The Intrepid Fox pub by a new building to deliver affordable housing.

I do not see much sense in the ground level link between the new piazza and Earnshaw Street but have no objection.

I hope this is helpful.







**gardiner&theobald**

Our Ref: TDB/gc/PF/Admin/Corr/L043CentrePoint

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Planning Department  
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convinced*

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Dear Ms Peck

**Centre Point – 101 – 103 New Oxford Street**

**Planning Applications**

**Ref: 2013/1957P : Associated Ref: 2013 1961L**

**& 2013/1670P : Associated Ref: 2013 2000L**

We wish to register our broad support for the planning applications noted above.

Centre Point has been an iconic landmark since the 1960's. It is firmly part of the fabric of Camden, although the low rise buildings and bridge link are less well loved. The tower, with it's low floor to ceiling heights and small floor plates is no longer attractive to the modern office market.

It does though seem ideally suited for conversion to residential use.

We were disappointed that the last application was refused and urge you not to miss this latest opportunity to approve a scheme that will be excellent for our local area and regenerate what has become a very tired part of Camden.

The inclusion of affordable housing is welcomed. There is no doubt that good challenging schemes like this deserve local support in the current economic climate.

We very much hope that this application will be approved.

Yours sincerely

