



JS/LE/LN2911

12 March 2015

Development Management  
Camden Council  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Sirs,

**1990 TOWN AND COUNTRY PLANNING ACT**

**PLANNING APPLICATION FOR CHANGE OF USE FROM LAUNDRY ROOM (USE CLASS C3) ON THE FIRST FLOOR TO OFFICE SPACE (USE CLASS B1) AND EXTERNAL ALTERATIONS AT 124 CLEVELAND STREET, LONDON, W1T 6PG**

On behalf of our client, Merlands Investment Co Ltd, we are pleased to submit an application for the change of use of an existing laundry room (Use Class C3) at the rear of the first floor to office space (use class B1) and external alterations at 124 Cleveland Street, London, W1T 6PH. The proposals are discussed in greater detail below.

We enclose the following documentation which forms the submitted planning application:

- Completed Application Form and Certification;
- Site Location Plan;
- Existing Elevations (Drawing Ref. 1223-003), prepared by Simmons Taylor Hall;
- Existing Ground and First Floor Plans (Drawing Ref. 1223-001), prepared by Simmons Taylor Hall;
- Existing Second and Third Floor Plans (Drawing Ref. 1223-002), prepared by Simmons Taylor Hall;
- Proposed Ground and First Floor Plans (Drawing Ref. 1223-004), prepared by Simmons Taylor Hall;
- Proposed Second and Third Floor Plans (Drawing Ref. 1223-005), prepared by Simmons Taylor Hall;
- Proposed Elevations (Drawing Ref. 1223-006), prepared by Simmons Taylor Hall;
- Existing and Proposed Section (Drawing Ref. 1223-007), prepared by Simmons Taylor Hall;
- Existing and Proposed Roof Plan (Drawing Ref. 1223-008), prepared by Simmons Taylor Hall; and
- Design, Access and Heritage Statement, prepared by Signet Planning.

Please note the relevant application fee has been paid via the Planning Portal.

I would be grateful if the contents of this letter are taken into consideration in this application. Full details of the scheme's design changes and justification and consideration of relevant heritage issues is set out within the accompany Design, Access and Heritage Statement.

56 Queen Anne Street, London, W1G 8LA  
t: 0207 317 3110 | e: info@signetplanning.com

Registered in England No. 5241035

www.signetplanning.com  
Harrogate | London | Newcastle | Nottingham



## PROPOSALS

The proposals comprise two key elements. Firstly, the application seeks a change of use of an existing laundry room at the rear of the first floor to provide independent office accommodation (use class B1). This will create a small office of approximately 10.6 sqm intended to provide low cost office space for small businesses. The existing laundry room historically provided communal laundry facilities for the residents of the 3 flats, however laundry facilities are now being provided within each flat making this room redundant. This room does not form part of any of the existing apartments on site. As such, the application does not result in the loss of any floorspace associated with an existing unit or the loss of a habitable room.

Secondly, a number of external alterations are proposed in order to improve the living environment for current and future occupiers. The proposed changes are as follows:

- Replacing the front access door to the residential flats with a new hardwood door, and glass canopy overhead;
- Introducing two new Velux windows on the front slope of the roof;
- Introducing two new Velux windows on the rear slope of the roof;
- Slight increase in height of the rear extension by 300mm;
- New windows to the rear and side of the new office space to suit new raised roof to the rear extension;
- New windows to the rear for the first floor bedroom;
- New skylight for office space;
- Removing the stair window at the rear and installing two new smaller windows;
- Introducing a green roof on the flat roof at the rear of the building; and
- Removing the door on the front elevation of the third floor and installing a new window with a wall underneath.

The proposed external physical changes are considered necessary to allow for a more comfortable living environment and to improve both the front and rear façades of the building. New Velux windows proposed on the front and rear slopes of the roof will improve natural light filtration into the existing living areas on the third floor. The proposed Velux windows will not be visible from street level or any other public viewpoint. These new windows will therefore not affect the existing streetscene. Similarly, the new skylight for the office space will improve natural light levels, thus enhancing the working environment.

The limited height increase of the rear extension is required to allow for increased head height for a more comfortable environment of the new office space. In addition, the new and adapted windows on the rear extension are necessary to allow for this height increase.

The stair window at the rear of the building is currently a fire hazard. The floorboards at this level are not flush with the window, thereby leaving a gap which does not accord with the necessary fire safety regulations. The proposals seek to remove this stair window and replace it with two new windows which will remove this current gap and address the current breach of fire safety regulations.

The green roof proposed will add a sustainable element to the building, and will improve the aesthetic quality at the rear of the building in accordance with Development Management Policy DP22 (Promoting Sustainable Design and Construction). The sedum vegetation finish will allow for increased rainwater attenuation capacity, thus reducing the level of rainwater entering the drainage system.

56 Queen Anne Street, London, W1G 8LA  
t: 0207 317 3110 | e: info@signetplanning.com

Registered in England No. 5241035

www.signetplanning.com  
Harrogate | London | Newcastle | Nottingham



The existing door on the front elevation of the third floor is currently boarded up and does not provide any functional use. It gives the building a decrepit feel which detracts from the overall aesthetic quality of the front façade. The proposals seek to remove this door and replace it with a new window with a wall underneath. This window will be of similar style and will be in keeping with the existing windows on the property and on adjacent properties. The existing white render walls on the rear of the building are in a state of disrepair and will be re-rendered flat and repainted. As a result, this sympathetic refurbishment will restore the front and rear of the building, which will in turn enhance the overall streetscene. Further justification for the external changes are continued within the accompany Design, Access and Heritage Statement.

#### PLANNING POLICY CONSIDERATIONS

Policies relating to design and heritage matters are discussed in detail within the accompanying Design, Access and Heritage Statement, and an assessment of the proposal against these policies is provided.

#### National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policies for England and revokes and replaces the existing Planning Policy Statements and Guidance Notes. The NPPF (March 2012) constitutes guidance for local planning authorities and decision takers and is a material consideration in the determination of planning applications (paragraph 13).

The NPPF states that there is a presumption in favour of sustainable development. Local planning authorities should approach decision taking in a positive way to foster the delivery of sustainable development and "*decision takers at every level should seek to approve applications for sustainable development*" (paragraph 187).

The NPPF emphasises that planning permission should be granted unless "*any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole*" (paragraph 14).

The Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and of a low carbon future (paragraph 18).

The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore, significant weight should be placed on the need to support economic growth through the planning system (paragraph 19).

To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century (paragraph 20).

Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policy should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing (paragraph 21).

56 Queen Anne Street, London, W1G 8LA  
t: 0207 317 3110 | e: info@signetplanning.com

Registered in England No. 5241035

www.signetplanning.com  
Harrogate | London | Newcastle | Nottingham



### Statutory Development Plan

The statutory development plan for this application comprises The London Plan (July 2011) together with Revised Early Minor Alterations (October 2013), the Camden Core Strategy 2010-2025 (November 2010) and the Camden Development Policies 2010-2025 (November 2010) and other supplementary planning documents, as appropriate.

Policy 4.1 of the London Plan (Developing London's Economy) states that:

*"The Mayor will work with partners to:*

- a) promote and enable the continued development of a strong, sustainable and increasingly diverse economy across all parts of London, ensuring the availability of sufficient and suitable workspaces in terms of type, size and cost, supporting infrastructure and suitable environments for larger employers and **small and medium sized enterprises**, including the voluntary and community sectors"* (emphasis added).

Furthermore, Policy 4.2 of the London Plan recognises that the Mayor will and boroughs and other stakeholders should support the redevelopment of office provision to improve London's competitiveness and to address the wider objectives of this Plan, **including enhancing its varied attractions for businesses of different types and sizes including small and medium sized enterprises** (emphasis added).

The application site at 124 Cleveland Street is identified on the adopted proposals map as being located within the Fitzroy Square Conservation Area. The site also lies within the boundary of the Fitzrovia Neighbourhood Centre and within the Fitzrovia Area Action Plan. The building is not listed, nor are any of the adjacent buildings listed.

The vision statement for Camden states, inter alia:

*"Camden will be a borough of opportunity – a vibrant and diverse part of inner London that will develop its position as a key part of the capital's success, whilst improving the quality of life that makes it such a popular place to live, work and visit. A borough with the homes, jobs, shops, community facilities and infrastructure needed to support its growing population, businesses and visitor."*

Policy CS1 (Distribution of Growth) of the Core Strategy confirms that the Council will promote the most efficient use of land and buildings in Camden by, inter alia, seeking development that makes full use of its site, taking into account quality of its design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site whilst resisting development that makes inefficient use of Camden's limited land.

Core Strategy Policy CS3 (Other Highly Accessible Areas) confirms the Council will promote appropriate development in the highly accessible areas of, inter alia, central London. This is considered to be a suitable location for the provision of homes, shops, food, drink and entertainment uses, office, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel.

Policy CS8 of the Core Strategy states at part (c) that the Council will *"expect a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises, such as managed, affordable workspace"*.

The Fitzrovia Area Action Plan (March 2014) considers small and medium enterprises at Principle 4. It states:

56 Queen Anne Street, London, W1G 8LA  
t: 0207 317 3110 | e: info@signetplanning.com

Registered in England No. 5241035

www.signetplanning.com  
Harrogate | London | Newcastle | Nottingham





*"The Council will support small and medium enterprises (SMEs) by seeking to ensure that where appropriate:*

- existing business premises suitable for SME use are retained;*
- new business development is designed flexibly to allow parts of the property to be occupied SMEs."*

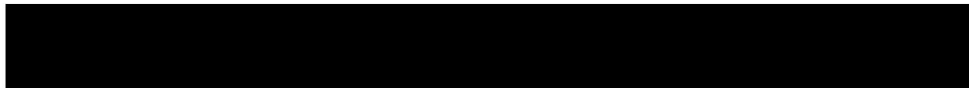
In particular, the supporting text recognises that the Council will particularly seek to maintain a supply of premises that can provide lettings of less than 100 sq m.

The loss of the existing laundry room is not considered to be an issue as the space is purely ancillary to the existing residential units on site and as the laundry facilities are now being provided within the flats making this room redundant. It is therefore considered that the change of use of the existing laundry room at the rear of the first floor to provide office accommodation (use class B1) wholly complies with the above policies. It seeks to provide 10.6 sq m of office space for small enterprises, and will provide for businesses of different types and sizes in accordance with the London Plan. The change of use proposal seeks to maximise the potential of the building, taking full use of the site. It is considered that the size and scale of the office space is entirely appropriate to its location within the Fitzrovia Area Action Plan.

#### CONCLUSION

It is considered that 124 Cleveland Street is an appropriate location for B1 use and planning permission for the change of use should be expressly granted.

It is also considered that the proposed external changes, which are discussed in detail within the accompanying Design, Access and Heritage Statement, are sympathetic to the Fitzroy Square Conservation Area and will not result in any adverse impact. The proposals will result in an improvement on the existing situation on site.



If you have any queries at all, please do not hesitate to contact either Lindsay Egner or myself at this office.

Yours sincerely  
for Signet Planning



**JULIAN SUTTON**  
**Regional Director**

Enc:

56 Queen Anne Street, London, W1G 8LA  
t: 0207 317 3110 | e: info@signetplanning.com

Registered in England No. 5241035

www.signetplanning.com  
Harrogate | London | Newcastle | Nottingham

