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**Our ref: JCW/HBR/J6214**

**Your ref:**

Dear Sir

**Central Cross, 18-30 Tottenham Court Road, London, W1T 1AT  
Full Planning Application**

We are instructed by our client, Derwent Central Cross Limited, part of the Derwent London group, to submit a full planning application for alterations to the retail configuration at 18-30 Tottenham Court Road.

The proposals consist of:

**“Alterations to configuration of retail units, creation of an additional unit, relocation of entrance doors and associated works”.**

**The Site**

18-30 Tottenham Court Road, also known as Central Cross, is located on the west side of Tottenham Court Road approximately 150m north of the junction with Oxford Street. Central Cross is on an irregularly shaped plot which spans Stephen Street, above which forms a tunnel as it passes through the building at ground floor level. The building is predominantly located to the south of Stephen Street, bounded by Gresse Street and an extensive service yard to the west and the south respectively. To the north of Stephen Street the building also spans a ground floor vehicular entrance to Stephen Mews, the end of which bounds the western extent of the building's northern wing.

Central Cross is a mixed use building. The main building, fronting Tottenham Court Road, comprises retail uses fronting onto Tottenham Court Road and office uses on the upper floors. The office space to the south of Stephen Street (known as 1 Stephen Street) is accessed from the lower block to the rear defined by Stephen Street, Gresse Street and the building's service yard. This block comprises the office entrance and porte-cochere, along with a mix of offices and studio space. There is a separate entrance to the office space in the part of the building to the north of Stephen Street (known as 2 Stephen Street). In addition, there is a the residential apartment building above the Stephen Street/Gresse Street block, which is accessed independently from Gresse Street.

The building has two basement floors which are used as a combination of parking, storage and other ancillary functions in connection with the office (Class B1) use. Service access to the building, including to the retail units, is provided by the service yard and loading bay to the rear of the building accessed from Gresse Street.

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The site is located within the Central London Area as identified by the Camden LDF proposals map and the London Plan Central Activities Zone. The Tottenham Court Road frontage of the building is forms part of a Central London Frontage.

## Background

Planning permission was originally granted in January 2013 for an extensive refurbishment and extension to the retail units at 18-30 Tottenham Court Road (ref. 2012/2232/P). The proposals envisaged extending the units into the colonnade space, as well as constructing mezzanine floors throughout and converting the basement below the units, to the south side of Stephen Street, to retail use. Alongside this, new shopfronts were approved with associated recladding of the ground floor elevations. The permission was subject to a Section 106 agreement committing the applicant to contributing towards public realm improvement works on Tottenham Court Road.

These proposals were part of Derwent London's wider proposals to improve the quality of the accommodation provided at Central Cross. You will be aware that separate planning permissions were granted for improvements to the entrances, ground floor facades and reception spaces of the office accommodation at first floor level and above, accessed from 1 and 2 Stephen Street.

Since the original application was permitted (ref. 2012/2232/P), we have obtained permission for a minor material amendment application (ref. 2013/3929/P) for the variation of condition 3 (approved plans) and condition 10 (retail unit size) namely for changes relating to the relocation of two small units, alterations to entrances and relocation of flexible class A1/A3 unit. We have also obtained planning permission for a non-material amendment application (ref. 2014/4315/P) for alterations to the sizes of Units G and H.

This permission has now been implemented and the new shopfronts are in place.

## Proposals

This application seeks planning permission for reconfiguration of the retail units within the south block of Central Cross, 18-30 Tottenham Court Road. The amended layout of the retail units is shown within the Design and Access Statement. The proposals involve the movement of and creation of a new internal partition and reduction in the sizes of Units B and C, providing an additional unit, Unit C1. Planning permission is required to reposition the entrances accordingly.

The existing approved/implemented and proposed floor areas are as follows:

Unit	Existing Approved (sqm)	Proposed (sqm)
B	1,073	775
C	982	742
C1	-	538
<b>TOTAL</b>	<b>2,055</b>	<b>2,055</b>

It should be noted that the footprint of the approved building will not change as part of these proposals. The use of the units will also remain the same as the approved position.

As a result of amendments to the internal partitions and layout of the units, the entrances to the retail units have been reconfigured and an additional entrance is proposed to Unit C1. The

enclosed elevations detail the proposed elevational amendments. The materials used for the additional doors will match those that have been previously approved by the Council as part of the approval of details ref. 2014/3720/P.

### **Policy Considerations**

Policy DP10 of Camden's Development Policies states that:

**“The Council will encourage the provision of small shop premises suitable for small and independent businesses by:**

- a) expecting large retail developments to include a proportion of smaller units;**
- b) attaching conditions to planning permissions for retail developments to remove their ability to combine units into larger premises, where appropriate;**
- c) encouraging the occupation of shops by independent businesses and the provision of affordable premises.”**

The only planning issues that this application raises are the principle of reducing the unit sizes, creation of an additional unit and the design implications of the new entrances.

The proposals are therefore in direct accordance with Policy DP10 of Camden's Development Policies.

With regard to the retail application, it should be noted that as part of the pre-application discussions on the original application, London Borough of Camden planning officers sought to promote small retail units in this location and the absence of small shops from the previous development proposals for the site was cited as a reason for refusal in September 2009. It is therefore considered that these proposals are in direct accordance with feedback previously received from Camden planning officers which has encouraged smaller units.

The introduction of additional doors is not considered to be materially significant in design terms.

We consider that the proposals are in accordance with Camden's Planning Policies and should be approved accordingly.

### **Application Documents**

This planning application, submitted via Planning Portal, consists of the following application documents:

- This covering letter;
- Application forms and notices;
- Existing (i.e. as permitted) and proposed drawings, sections and elevations; and

- Design and Access Statement.

A cheque for the application fee of £385 is submitted under separate cover, with a copy of this covering letter.

A full application for planning permission, rather than a minor material/non-material application, has been submitted because the floorspace involved has now been created and the works are close to completion; a fresh application is considered to be simpler than a further amendment to the original permission, along with a requirement for a deed of variation to the s106 agreement.

We trust that you have everything required to validate and determine this application but should you have any questions in the meantime, please do not hesitate to contact either James Wickham or Hannah Bryant of this office.

Yours faithfully

*Gerald Eve LLP*

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