

Central Cross Retail

Design and Access Statement

June 2015

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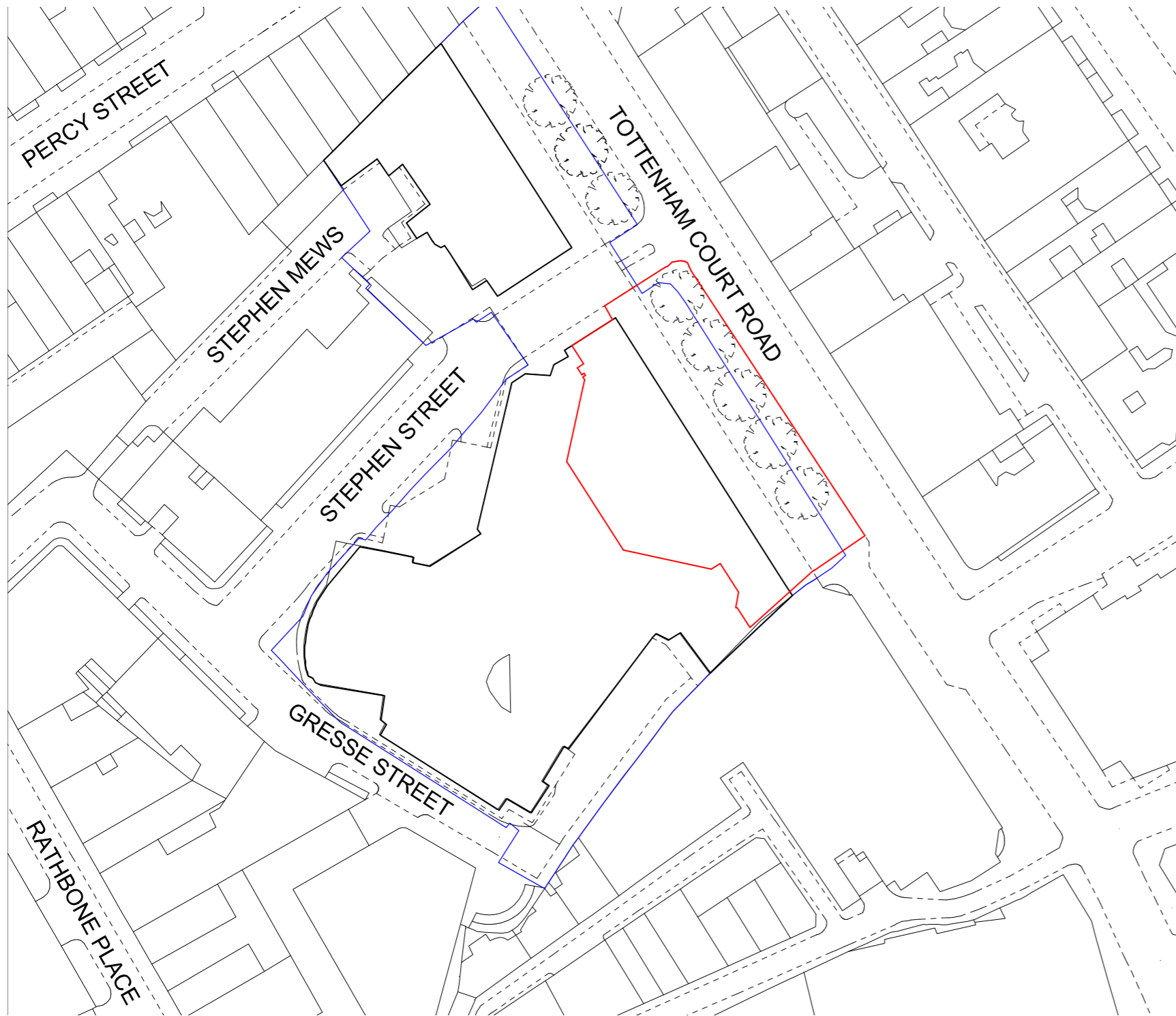
*This document is to be read in conjunction with the full planning application package.

1.0 Introduction

1.1 Introduction

The proposed development area is located within the London Borough of Camden. The Site is bounded to the east by Tottenham Court Road, to the west by Gresse Street and subdivided by Stephen Street. Included within the site area are 2 office blocks, 2 residential blocks to the west and a retail area adjacent to Tottenham Court Road.

This application refers to the modifications made to the layout of two A1 retail units in the South Block of the site.



Notes:

— Area of Development

— Site Ownership Line

2.0 Site Context

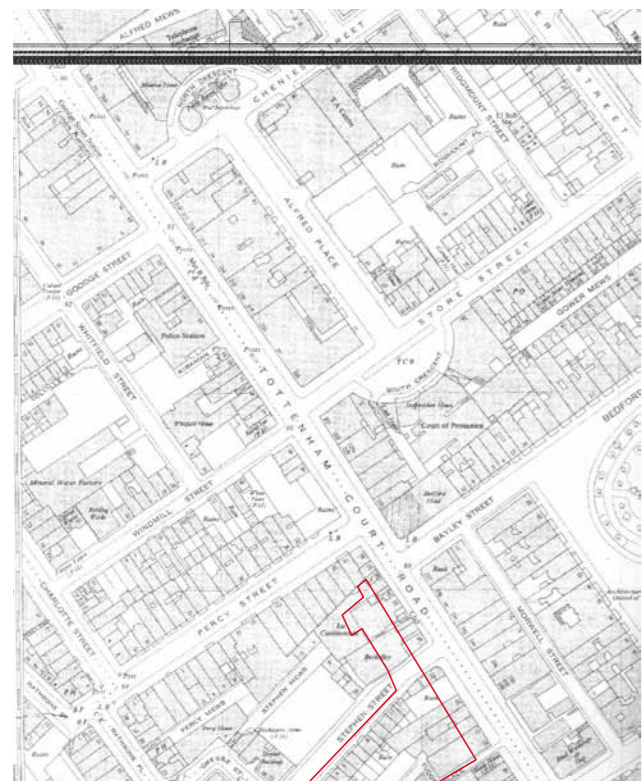
OS maps courtesy of Camden Local Archive-Site identified by red line



1871



1911



1951



1965

2.1 Site History

Historically Tottenham Court Road has played a major part in reinforcing the strong urban grain evident within central London.

This site has existed as an integral part of the streetscape for over a century, and whilst its inherent use has changed from residential to commercial, its presence and importance has remained.



2.2 Existing Building Description

Central Cross is situated at 18- 30 Tottenham Court Road, 1 Stephen Street and 2 Stephen Street. The building consists of a variety of heights, ranging from 14 storeys to 5 stories, with 2 levels of basement. The ground floor of the building, adjacent to Tottenham Court Road is defined by a two-storey arcade.

The building is intersected by Stephen Street running from the Northeast to the Southwest, and bounded to the rear by Gresse Street, running from the Northwest to the Southeast.

The building has a variety of tenants and uses covering, retail, commercial office and entertainment uses. The basement levels are used for car parking, plant and ancillary use.

The existing retail units are accessed directly off Tottenham Court Road. The main entrances to the commercial office spaces are located off Stephen Street.

At present Landlord plant is located on Basement Level -01, and on the Ground Floor, to the rear of the building adjacent to Gresse Street, and on the roof of the building. Plant for the retail units is located within the units themselves with some small wall mounted plant in the loading bay areas to the rear.

The various uses of the building are serviced via a two separate service yards accessed via a private road at the end of Gresse Street and adjacent to Stephen's Mews, both within the building's ownership boundary.

2.3 Area of Application

The site of Central Cross can effectively be described in three component parts, No. 1 Stephen Street, No. 2 Stephen Street and the retail units fronting Tottenham Court Road. Planning consent has been granted to transform the ground floor environment and facades for No. 1 Stephen Street (application no. 2011/1069P) and No. 2 Stephen Street (application no. 2011/5552/P) and the retail units along Tottenham Court Road (application no. 2012/2232/P).

These permissions result in a new homogenous facade . These new facades sit beneath a continuous and unifying canopy located between the new facade and the existing building above.

This application refers to the modification of two A1 retail units along Tottenham Court Road.

The application revises the layout of the units providing smaller size areas, more suitable to meet the current market demand.

The modifications includes:

- Re configuration of the demise of B and C to obtain an additional unit C1.
- Re-modelling of the retail frontage of the South Block with the addition of a double door to provide access to the newly formed Unit C1.
- Re-modelling of the external paving to provide a levelled access to each units (B-C-C1)

The table below summaries the changes to the unit sizes from the existing approved position to the proposed.



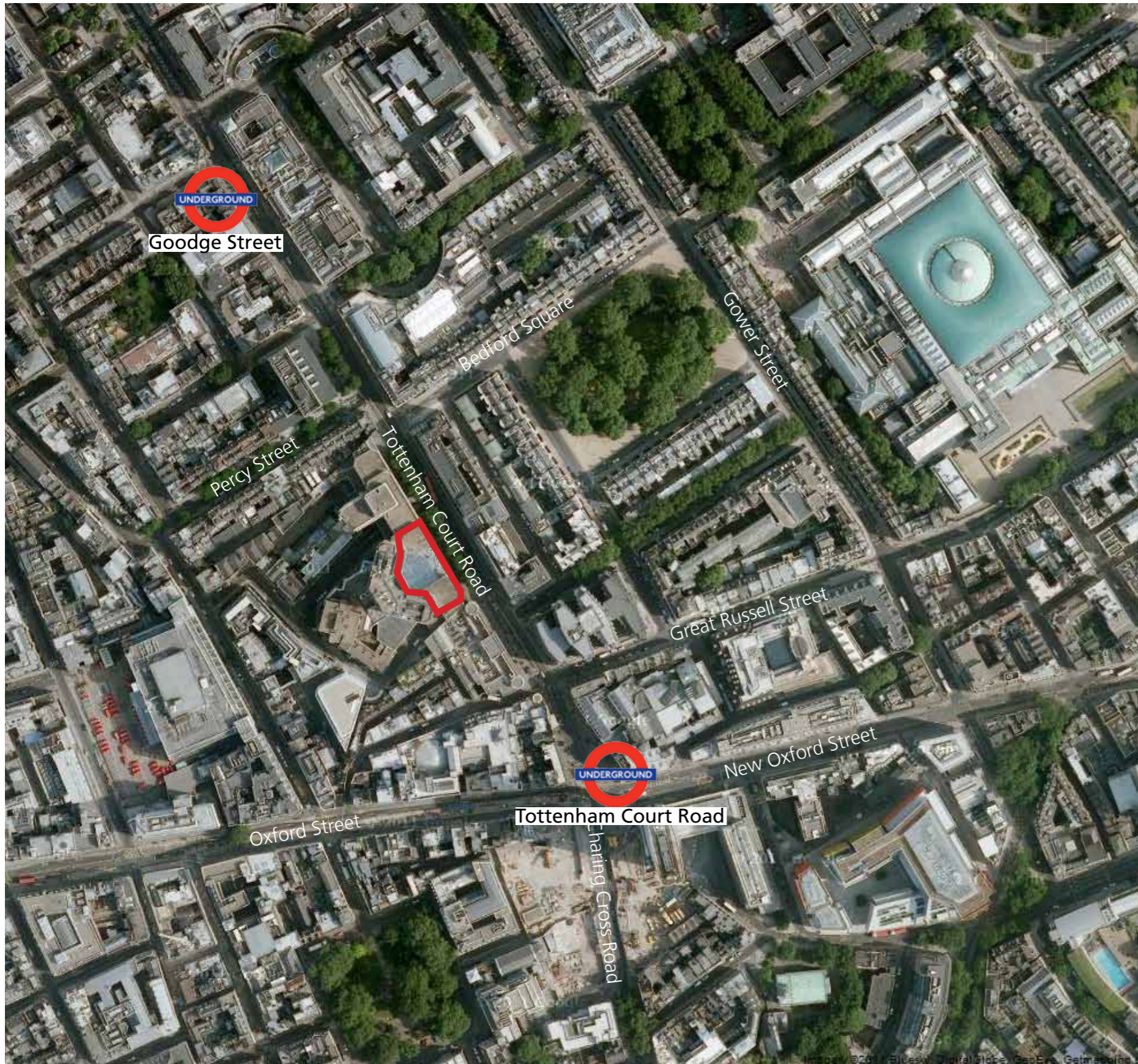
Unit	Existing Approved (sqm)	Proposed (sqm)
B	1,073	775
C	982	742
C1	-	538
TOTAL	2055	2055

2.0 Site Context

2.4 Location

The proposed Site is within the Fitzrovia neighborhood in central London. It is a lively mixed-use area containing residential, retail, academic, cultural, leisure and business uses.

It is close to Tottenham Court Road and Goodge Street underground stations and has excellent public transport links.



3.0 Consented Scheme

South Block _ Mezzanine Level

