

Camden Council  
Planning Advice and Information Service **FAO. Eimear Heavey**  
2nd Floor  
5 Pancras Square c/o Town Hall  
Judd Street  
London  
WC1H 9JE

Sent via Planning Portal  
5<sup>th</sup> June 2015

Dear Ms. Heavey,

**Planning Application Submission**

**Site Address: 28-30 Hanway Street, London W1T 1UL**

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As you will be aware, Washbourne Field Planning (WF Planning) acts as planning adviser to Hanway 2 Limited, which recently acquired the freehold of nos. 28-30 Hanway Street.

Following detailed pre-application discussions and two pre-application meetings with Hannah Walker and yourself, as part of Camden pre-application enquiry case ref: 2014/5754/PRE., we hereby submit a full planning application for a scheme comprising: -

*“Proposed demolition of the existing building (Class B1) and erection of a mixed-use replacement building comprising of offices (B1) at lower ground, ground and first floors, with residential units (C3) at second, third and fourth floors (1 x 1-bed flat, 1 x 2-bed flat, and 1 x 3-bed flat), including private and communal amenity space.”*

Since our original pre-application submission, the core project team has attended two meetings with you, to discuss and review the intended scheme for this site. This dialogue with Officers, which has been most helpful, has resulted in ongoing discussions and feedback on the submission of a follow-up pre-application enquiry with revised mixed-use floorspaces, and further design work. This has resulted in a refined and well devised approach - where the scheme architect, Form Design Architecture (FDA) has been able to take account of Officers' advice and guidance, alongside expert planning and heritage inputs, to arrive at a scheme design that is wholly policy compliant and which, in our opinion, displays a high degree of aesthetic understanding, design finesse and rigour.

In short, the enclosed scheme proposes to demolish 28-30 Hanway Street and replace the current problematic office building with a new 4-storey plus attic and basement building of high quality, providing office floorspace on three floors and with three residential flats on the floors above. The front elevation is 7-bays wide and divided in two by a narrow vertical recess with a shopfront to the western 4-bay unit and a further one to the eastern 3-bay unit. The latter contains the entrance to the 1<sup>st</sup> floor office and apartments above, as well as to the doors to the bin store.

Our client's proposed mixed-use redevelopment scheme seeks to increase the usable employment accommodation on site, compared to the current position, whilst seeking to promote and support economic growth in this part of Camden. The development represents a net increase in usable office floor area of some 15 square metres, compared to the existing building. The proposed office accommodation has been designed with particular care and attention to the requirements and aspirations that attract innovative businesses (particularly small and medium sized enterprises). Compared to the existing floorspace, the proposed accommodation will be of a much higher quality – with all floors benefiting from good daylight and sunlight and natural ventilation. Furthermore, the scheme has been designed to allow the flexibility and options the market requires to attract SMEs, such as providing WC and kitchenette facilities on each floor, inclusive and level access from the public highway, lift access from ground floor to the upper floors, safe and secure cycle parking, changing and showering facilities, and flexible floor plates to allow the creation of studios, workshops, meeting spaces, and networking areas.

Our proposed mixed-use scheme is fully supported by Paragraph 19 of the NPPF, which advises that significant weight should be placed on the need to support economic growth. Hanway Street is a highly sustainable Central London location well-suited to modern office use, with flatted units on the upper floors. In addition, London Plan Policy 4.2 (A)(b) states that boroughs should recognise and address strategic as well as local differences in implementing this policy, not least to consolidate and extend the strengths of the diverse office markets elsewhere in the capital by promoting their competitive advantages; focusing new development on viable locations with good public transport; enhancing the business environment including through mixed-use redevelopment, and supporting managed conversion of surplus capacity to more viable, complementary uses. Of particular relevance to the enclosed application, the London Plan (4.2A.,c) states that in order to achieve these aims, boroughs should encourage renewal and modernisation of the existing office stock in viable locations to improve its quality and flexibility. Paragraph 4.15 of the London Plan also supports mixed-use developments and office renewal and further states that London's economic growth depends heavily on an efficient labour market - whilst this, in turn, requires adequate housing provision to sustain it. Such needs can be partly addressed through mixed-use developments.

The provision of highly sustainable, mixed-size private marketing housing in Central London should be supported, as it accords with NPPF and local development plan policies. London Plan Policy 3.3 (Part E) states that Boroughs should identify and seek to enable additional development capacity to be brought forward to supplement their targets, having regard to the other policies of the Plan and in particular the potential to realise brownfield housing capacity, including mixed-use redevelopment (especially of surplus commercial capacity and surplus public land, and particularly that with good transport accessibility). Paragraph 17 of the NPPF states that planning should “proactively” drive and support sustainable economic development to deliver the homes, business units and thriving local places that the country needs, taking account of the needs of the residential and business communities.

In contemplating the loss of the existing building and its replacement, it has been demonstrated through a practical, rigorous and academic heritage assessment by consultants, RMA Heritage that retaining the existing building is not essential to preserving the character or appearance of the conservation area in this particular case. RMA Heritage state that the proposed replacement building is of such high quality that it will contribute more to enhancing the conservation area than the present building.

Crucially, loss of the building is judged to cause less than substantial harm; and the public benefits of such an aesthetically pleasing building are manifold. The new building will complement its neighbours and provide much needed high-quality new office space and residential units. A legal agreement is proposed to secure the commissioning and installation of public art in the Conservation Area on an adjacent property that is under the applicant's control. This will further outweigh the limited harm caused and secure the optimum viable use of the site – thus sustaining and enhancing the conservation area, in accordance with Paragraph 134 of the NPPF.

Our client's comprehensive and detailed submission demonstrates clearly, in our view, that the submitted scheme proposal should be supported. It accords with planning legislation and guidance at local and national levels; and the new-build proposal makes effective use of the subject site, embraces high quality design principles and a close attention to detail in its aesthetic composition, will respect its surroundings, factor in sustainability through good design, maintain local amenity interests, accord with heritage planning best practice, and meet other considerations satisfactorily.

Please find enclosed the following items, comprising **our planning application submission**: -

- Full Planning Application Form;
- Ownership Certificates;
- Site Location Plan (ref. 858-000);
- Existing and Proposed Architectural Plans, by Form Design Architecture;
- Design Statement by Form Design Architecture;
- Lifetime Homes Statement by Form Design Architecture;
- Heritage Statement & Appendices by RMA Heritage;
- Planning, Design & Access Statement & Appendices by Washbourne Field Planning;
- Daylight, Sunlight and Overshadowing Assessment by Aurora Daylight Consulting;
- Noise Impact Assessment by 24 Acoustics;
- Code for Sustainable Homes Pre-Assessment by Verte Ltd;
- BREEAM Pre-Assessment by Verte Ltd;
- Energy Statement by Verte Ltd;
- Draft Construction Management Plan by CorraMore Construction Ltd;
- Structural Report by Price & Myers;
- Basement Impact Assessment by Price & Myers;
- Viability & Development Feasibility by property consultant, CBRE;
- Marketing Evidence Letter dated April 2014 from James Lewis and Company;
- Marketing Report 2014 by James Lewis and Company;
- Marketing Report 2014 by Savoy Stewart;
- Office Availability Schedule Nov 2014 by Savoy Stewart;
- Office Availability Schedule June 2015 by Savoy Stewart;
- Marketing Letter from James Lewis and Company dated May 2015;
- Marketing Letter from Savoy Stewart May 2015;
- Supporting Letter from Plan Projects, 3<sup>rd</sup> June 2015;
- Draft Heads of Terms (within Planning, Design & Access Statement);
- Community Infrastructure Levy Form; and

- Our application fee of £1,540.00. (We would appreciate a receipt in due course).

I trust you have all of the information required to allow an expeditious validation of our client's application - and we do hope this exciting development proposal will gain your Council's clear support. The significant private investment our client's project represents aims to provide a new-build scheme of exceptionally high design standard, with a balanced mix of employment and housing accommodation for the Borough, on the doorstep of Oxford Street and the intended new Cross Rail Station at Tottenham Court Road.

The scheme design pays special regard to local distinctiveness and the character of the Hanway Conservation Area – as well embracing the opportunity for change which is sweeping across this neighbourhood, driven by the improvements and regeneration aspirations promised by Crossrail, alongside other initiatives being supported by your Council (and Westminster City Council, as adjacent authority).

On behalf of my practice and the wider project team involved, we would welcome an early meeting on site with you and your colleagues in due course. In the meantime, if you require clarification of any aspect of this development scheme, or if further information is required, please contact me or my colleague Mark Thomson at our London office, in the first instance.

I look forward to hearing from you shortly.

Yours sincerely,

*Mike Washbourne*

**M D Washbourne MRICS**  
*Director*

Cc: *Client*  
*Form Design Architecture*  
*Project Consultancy Team*