



120 Pall Mall  
London  
SW1Y 5EA

T: 0207 1010 789  
E: [info@plandev.co.uk](mailto:info@plandev.co.uk)  
[plandev.co.uk](http://plandev.co.uk)

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

**SUBMITTED VIA PLANNING PORTAL**

Date 03 July 2015  
Our ref 0640/AG-J  
Your ref

Dear Sir | Madam

**248-250 Tottenham Court Road, London, W1T 7QZ**

Please find attached a planning application seeking amendments to the rear elevation of the above property. This is the elevation that faces Morwell Street. The application is submitted on behalf of Ask Electronics Limited Directors Retirement Plan.

**The planning application comprises:**

1. This covering letter
2. Site Location Plan based on GOAD plan
3. Planning Application Form
4. Planning Application Fee where no increase in gross floor space is proposed in the sum of £195
5. CIL Liability Form.

In terms of the drawings these comprise:

**Existing plans:**

- EX1.02 – Existing basement plan
- EX1.03 – Existing ground floor plan
- EX1.04 – Existing floor plan
- EX1.05 – Existing second floor plan
- EX1.06 – Existing third floor plan
- EX1.07 – Existing fourth floor plan

EX1.08 – Existing fifth floor plan

EX1.09 – Existing sixth floor plan

**Existing elevations:**

EX2.01 – Existing front elevation

EX2.02 – Existing back elevation

**Proposed plans:**

P4.01 REV A – Proposed basement plan

P4.02 – Proposed ground floor plan

P4.03 REV A – Proposed first floor plan

P4.04 REV A – Proposed second floor plan

P4.05 REV A – Proposed third floor plan

P4.06 REV A – Proposed fourth floor plan

P4.07 REV A – Proposed fifth floor plan

P4.08 REV A – Proposed sixth floor plan

**Proposed elevations:**

P5.01 REV A – Proposed front elevation

P5.02 REV A – Proposed back elevation.

A full set of drawings is provided but for the purposes of this application the proposed development is featured on Drawing EX2.02 – Existing rear elevation and Drawing P5.02 REV A – Proposed rear elevation.

The background to this proposal is that under the terms of application 2015/2155/P dated the 29 May 2015 the change of use of first floor from retail (Class A1) to office use (Class B1a) was approved. This resulted in all the upper floors of the property being in B1 (a) use with the ground and basement floor remaining in A1 retail use. To consolidate the office use on the upper floors improvements to the ground floor entrance that serves the upper floors is required. This results in a change to the entrance layout and front elevation and provides a more accessible entrance. This is subject to a separate application PP-04322850.

However in order to enhance the quality of the office accommodation at the rear it is necessary to insert full height windows to enhance the first floor's attractiveness and value and efficiency as office space. The following photo illustrates that this area is currently a timber cladded rear first floor facade (behind the yellow columns). The proposal is to insert 4 new grey aluminium double glazed windows in this section of the rear elevation.



The Applicant is the freehold owner of the property.

The property is not locally or statutory listed and is not located within a conservation area. The proposed windows will not impact the amenity of neighbouring properties due to the separation distance that is afforded by Morwell Street.

In planning policy terms the property is covered by the London Plan First Alterations (Adopted March 2015); the Camden Core Strategy (Adopted 8 November 2010); Camden Development Policies (Adopted 8 November 2010); Camden Site Allocations Local Development Document (Adopted 9 September 2013) and the Fitzrovia Area Action Plan (Adopted 3 March 2014). Camden Planning Guidance which although not part of the development plan is a material consideration in the assessment of planning applications. Of these CPG 5 'Town centres, retail and employment' is the most relevant. The Government's National Planning Policy Framework (the 'Framework') is also material in the assessment of planning applications.

The following extract from the Camden Planning Policy Map confirms that the property is located within:

- Archaeological Priority Area
- Central London Frontage
- Central London Area
- Fitzrovia Area Action Plan.

## Planning policy map

Find planning policies by clicking the map or using the address / postcode search

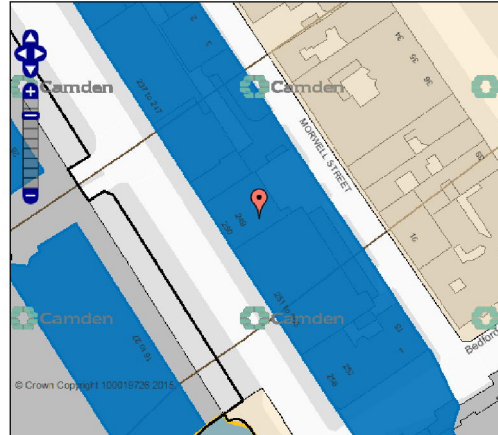
### Map key

- Archaeological Priority Area
- London Suburbs
- Central London Frontage
- Central London Area
- Central London Area (Clear Zone Region) CLA
- Fitzrovia Area Action Plan

For more information, or if you are unable to view the map, please contact the Forward Planning and Projects Team

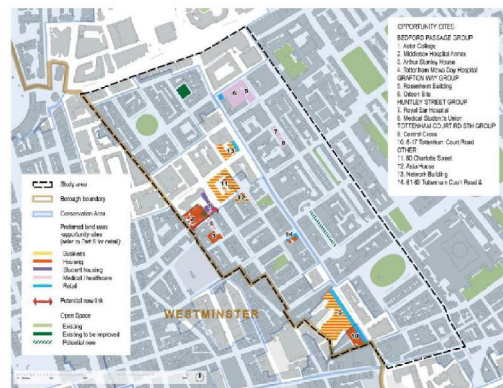
## Find an address

Please enter a Camden postcode or street:



The following extract from the Fitzrovia Area Action Plan confirms that the subject property is not subject to any specific designation:

Area Action Plan Key Diagram



Principle 5 of the Area Action Plan states that ‘the Council will guide development of large A1 shops to the Central London Frontage on Tottenham Court Road and New Oxford Street. The Council will seek to support independent and specialist shops as an element of Fitzrovia’s character and function, and will resist the loss of A1 shops and floorspace that would harm the area’s mixed-use character and vitality. The Council will guide development of food, drink and entertainment uses to the Central London Frontage on Tottenham Court Road and New Oxford Street, except those the Council considers to be small scale and low impact’.

The proposal will assist in contributing to the area’s mixed-use character and vitality by ensuring that the office use is more viable.

In terms of the Camden Core Strategy, this confirms that ‘the level of development opportunities and transport accessibility in the areas of King’s Cross, Euston, Tottenham Court Road, Holborn and West Hampstead make them the

*most appropriate locations to focus the provision of additional homes, jobs and facilities in Camden to 2025'*  
(paragraph 2.2).

Core Strategy CS8 promotes the further provision of office floorspace in the other growth areas and Central London to meet the forecast demand of 615,000sq m to 2026. The proposal would be consistent with this policy.

In terms of the development plan it not considered that the proposal will breach any relevant policies.

In terms of the Framework, office uses are identified as appropriate to town centre locations. The policies that are contained within the Framework that are not contravened. Compliance with the Framework renders the proposal a sustainable development under the terms of paragraph 6 which states that the policies in paragraphs 18 to 219, taken as a whole, constitute the Government's view of what sustainable development in England means in practice for the planning system.

The proposal therefore benefits from the presumption in favour of sustainable development which should be seen as a golden thread running through decision-taking. Paragraph 14 explains that this means approving development proposal that accord with the development plan without delay.

I trust that this application can proceed to registration and validation. If there are any queries or additional information is required please contact me.

Yours faithfully



**Alan Gunne-Jones MRTPI**  
**Managing Director**  
a.gunnejones@plandev.co.uk