



Your ref: KATHRYN MORAN
My ref: 15/06964/OBS

Please reply to: Ken Powell
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Development Planning
Westminster City Hall
64 Victoria Street
London SW1E 6QP

12 August 2015

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990

The City Council has now considered the proposals described below and has decided to RAISE OBJECTION for the reasons stated.

SCHEDULE

Application No: 15/06964/OBS **Application Date:** 16.07.2015
Date Received: 17.07.2015 **Date Amended:** 17.07.2015


Plan Nos:

Address: St Giles Circus, London, London Borough Of Camden,

Proposal: +++AMENDED DESCRIPTION +++ Minor material amendment of condition 2 (development to be constructed in accordance with the approved plans) of planning permission redevelopment 2012/5781/P dated 31 March 2015 namely for alterations to design and layout. The original development was 'Erection of three buildings (5 and 7 storey buildings facing Centre Point Tower and a 4 storey building on Denmark Place), following the demolition of 1-6, 17-21 Denmark Place and York and Clifton Mansions with retained facades at 1-3 Denmark Place and York and Clifton Mansions to provide 2895sqm of basement Event Gallery space to be used for community events, exhibitions, product launches, live music (including recorded music), awards ceremonies, conferences and fashion shows (Sui Generis); a 678sqm urban gallery with 1912sqm of internal LED screens to be used for circulation space, retail, advertising, exhibitions, brand and product launches, corporate events, screenings, exhibitions and events (including recorded music),(Sui Generis); 884sqm of flexible retails and restaurant floorspace (Class A1/A3); 2404sqm of restaurant floorspace (Class A3); 385sqm of drinking establishment (Class A4) and a 14 bedroom hotel (Class C1) between Denmark Place and Andrew Borde Street. Change of use of 4, 6, 7, 9, 10, 20-28 Denmark Street, 4 Flitcroft Street and 1 Book Mews to provide 4,308sqm of office floor space (Class B1a); 2,959sqm of private residential floor space (Class C3); 239sqm of affordable housing (Class C3) and 2540sqm of retail floor space (Class A1). Provision of a new pedestrian route from Andrew Borde Street to Denmark Street at ground floor level and associated partial demolition at 21 Denmark Street (all GEA).

See next page for reasons for objection.

Yours faithfully
[Redacted Signature]

John Walker 
Director of Planning

Note:

- The Plain English Crystal Mark applies to those conditions, reasons and informatives in this letter which have an associated reference number with the prefix C, R, X or I.
- The terms 'you' and 'your' include anyone who owns or occupies the land or is involved with the development.
- The terms 'us' and 'we' refer to the Council as local planning authority.



Reason(s) for Objection:

- 1 It is considered that the proposed development, by reason of its design and the inclusion of large advertisement screens, will be seriously harmful to the setting of the Soho Conservation Area, to local views and the settings of adjacent listed buildings.
- 2 The plans would add to the existing late-night activity and disturbance in this part of the West End adjacent to the West End Stress Area. This, would harm:
 - the character and function of the area;
 - the quality of the area's environment; and
 - the amenity (including the general quality of the living and working environment) of the community in the area, including residents.This is as set out in S24, S29 and S32 of our Westminster City Plan: Strategic Policies adopted November 2013 and TACE 10, ENV 6 and ENV 7 of our Unitary Development Plan that we adopted in January 2007.

Informative(s):

- 1 The City Council does not consider that the revisions to the scheme overcome the objections raised previously.

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