



100 NEW OXFORD STREET, FITZROVIA, LONDON, WC1A

PLANNING STATEMENT

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1.0 EXECUTIVE SUMMARY

- 1.1 This Planning Statement has been prepared by DP9 Ltd on behalf of Tishman Speyer Ltd.
- 1.2 The proposal is for external alterations to the main office entrance and reception area for 100 New Oxford Street (formerly Prospect House) and will ensure that the site continues to meet modern office requirements in this central London Location.
- 1.3 Planning officers support this application in principle, the proposal accords with adopted and emerging policy and due regard has been had to the existing building and the Bloomsbury Conservation Area.
- 1.4 We are therefore of the view that the proposals accord with the development plan and as such planning permission should be granted.

2.0 INTRODUCTION

2.1 This Planning Statement has been prepared by DP9 Ltd on behalf of Tishman Speyer Ltd. The proposal is for the reconfiguration of the main office entrance for 100 New Oxford Street (formerly Prospect House, 80-110 New Oxford Street, London).

2.2 This application seeks permission for:

‘External alterations to the building in association with reconfiguration of the main entrance to the office building’

2.3 The details contained within this document need to be considered alongside all of the other documents comprising the planning application package.

2.4 The statement is structured as follows:

- Section 2- Site, the surroundings and the Planning History;
- Section 3- The Proposals;
- Section 4- Relevant Planning History
- Section 5- Planning Analysis; and
- Section 6- Conclusion

Format of this submission

2.5 The planning application comprises:

- Planning fee of £195
- Planning application form and ownership certificates
- CIL Additional information form
- Drawings
 - Site Plan
 - Site Location Plan
 - Existing & proposed full building elevation
 - Entrance Façade, Existing & Proposed plan, Elevations & Sections
- Planning Statement
- Design & Access Statement

3.0 SITE THE SURROUNDINGS & PLANNING HISTORY

- 3.1 100 New Oxford Street, (formerly Prospect House) is a nine storey building including two levels of basement that is situated on New Oxford Street within the Bloomsbury Conservation Area. It was originally built in circa 1930, and underwent considerable renovation in 1997. The building is not statutorily or locally listed. The property is in mixed use comprising retail units and offices at ground floors and basements along New Oxford Street, with approximately 8,360 sq.m (90,000 sq.ft) of office space on the floors above.
- 3.2 The application site relates to a two ground floor shopfront units of the host building 80-116 New Oxford Street fronting. At some point these two units were amalgamated to form a single unit which is currently occupied as the main entrance to the office building, and comprises a reception desk, lift core and visitor waiting area.
- 3.3 The property is located on the north side of New Oxford Street, close to the junction with Tottenham Court Road.
- 3.4 The site is well served by public transport, in close proximity to Tottenham Court Road, Holborn and Goodge Street Underground Stations. The area is also served by a number of bus routes. In addition to this National Rail connections are located at Euston Station to the north of the site.
- 3.5 The site is not listed, but falls within the Bloomsbury Conservation Area.

Surrounding Area:

- 3.6 Commercial uses predominate along either side of New Oxford Street, typically with retail at ground floor and offices above. Oxford Street lies to the west of the site, beyond Tottenham Court Road, and Holborn is located to the east.

Site History

- 3.7 DP9 have undertaken a desk based search of London Borough of Camden's Statutory Planning Register. There is an extensive planning history for this property, a summary of which is included in the appendices. In the context of this application, the existing 2011 application (2011/5368/P) for the refurbishment of the main office entrance has been identified having relevance to this application.
- 3.8 The application obtained permission for the following alterations:

- The removal of the existing entrance doors and glazed façade and external signage

- Introduction of design features that are sympathetic with the existing regular architectural language of the building
- New frameless full height glass entrance screen with new pivoting and revolving doors
- New anodised aluminium reveal with bronze tone finish around the main entrance façade.
- New canopy above the entrance with opaque, back painted glass panels and an anodised aluminium frame with a bronze tone finish.
- New branding and signage
- The reconfiguration and refurbishment of the office reception

4.0 THE PROPOSALS

- 4.1 The proposed works relate to alterations to the existing office entrance and adjacent window. The front entrance would be moved one unit to the right, and would involve the installation of a new revolving door, side entrance door and an external canopy above, all in a similar style to the existing arrangement as consented in the 2011 permission.
- 4.2 Several options were considered for the alterations to the office entrance and the final design has emerged following a comprehensive assessment of the site and the surroundings, in liaison with March & White, Tishman Speyer and Camden Council.
- 4.3 The existing configuration of the office entrance as permitted under the 2011 application is considered to no longer be suitable. The repositioning of the entrance door to the right hand side of the unit would allow for the creation of a larger waiting area, which would better serve visitors to the building. Tishman Speyer seek to reconfigure the layout of the reception and entrance area, to maintain the ability of the building to deliver high quality office space that attracts and retains tenants in this central London location.
- 4.4 Tishman Speyer are keen to ensure that the design respects 100 New Oxford Streets existing design features. A dark metal will be used for the canopy, window frame & mullion bars and the entrance reveal in order to complement and match the adjacent frontages. The new canopy will be raised higher, and will be slightly larger as indicated on the drawing, but it is noted that it will not project further than the existing canopy. Overall it is considered that the proposed alterations do not materially differ from the design which has previously been permitted.
- 4.5 Further details are set out in the accompanying Design and Access Statement.

Pre-Application Discussions

- 4.6 The proposals have evolved following pre-application advice from planning officer Ms Laura Hazleton Who wrote on 11th November 2015.
- 4.7 These discussions have sought to agree the applications scope of works and an appropriate design, having due regard to the development plan and the Bloomsbury Conservation Area.
- 4.8 Ms Hazleton considered the proposals for the reconfiguration of the office entrance to be acceptable, and the design team has sought to ensure that the final design and detailing are of an appropriately high quality.

5.0 RELEVANT PLANNING POLICY

- 5.1 This section provides an overview of the national, regional and local planning policies relating to the planning application as well as other material considerations.
- 5.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise.
- 5.3 Section 38 (5) of the Planning and Compulsory Purchase Act 2004 requires that where there is a difference in policy, the most recently adopted policy takes precedence.
- 5.4 The statutory development plan which covers the application site comprises the NPPF (2012) and NPPG (2015), London Plan (2015), the Camden Core Strategy 2010-2025 (2010), and accompanying proposals map (2010) and the Camden Development Policies 2010 – 2025 Development Plan Document (DPD).
- 5.5 Regard should also be had to Camden’s emerging local plan.

National Planning Policy Framework (2012) & National Planning Policy Guidance (2015)

Design

- 5.6 In 2012 the conservative government adopted the National Planning Policy Framework & Technical guidance documents, which now hold weight as a material consideration for the determination of planning applications. Following this in 2015 the National Planning Policy Guidance document was adopted.
- 5.7 Para 56 states The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. Achieving sustainable development
- 5.8 Para 57 states It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.
- 5.9 Para 60 states Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.

- 5.10 Para 61 states although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.
- 5.11 Para 63 states in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.

Heritage

- 5.12 Para 132 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional
- 5.13 Para 128 states in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.
- 5.14 Para 134 states Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.
- 5.15 Para 135 states that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced

judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset

London Plan (2015)

Design

- 5.16 Policy 7.6 requires building's and structures to be of the highest architectural quality. Details and materials are expected to complement but not necessarily replicate the local architectural character.

Heritage

- 5.17 Policy 7.8 requires development affecting heritage assets and their setting to conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

Local Planning Policy

- 5.18 On the Planning Policy Map 100 New Oxford Street falls within the Central London Area and the Bloomsbury Conservation Area, but is otherwise not allocated for development.

Camden Core Strategy 2010 -2025 (2010)

Design

- 5.19 Policy CS14 states that the council will ensure that Camden's places and buildings are attractive, safe and easy to use by;
- Requiring development of the highest standard of design that respects local context and character;
 - Preserving and enhancing Camden's rich and diverse heritage assets and their settings, including Conservation Areas and Archaeological remains;
 - Seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible.

Camden Development Policies 2010-2025 Development Plan Document (2010)

Design

5.20 Policy DP24 requires all development to be of the highest standards of design and will expect developments to consider:

- Character, setting, context and the form and scale of neighbouring buildings;
- The character and proportions of the existing building, where alterations and extensions are proposed
- The quality of materials to be used;
- The provision of visually interesting frontages at street level;
- The appropriate location for building services equipment;
- Existing natural features, such as topography and trees
- The provision of appropriate hard and soft landscaping including boundary treatments;
- Provision of appropriate amenity space; and
- Accessibility.

Conservation Areas

5.21 Policy DP25 relates to conservation areas and states that the council will:

- Take account of Conservation Area Statements, appraisals and management plans when assessing applications within Conservation Areas.
- Only permit development within conservation areas that preserves and enhances the character and appearance of the area;
- Prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area unless exceptional circumstances are shown that outweigh the cause for retention.

5.22 The supporting text to this policy (para 25.2) states that the council will only grant permission for development in Camden that preserves or enhances the special character or appearance of the area.

Shopfronts

5.23 Policy DP30 states that the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we will consider:

- a) the design of the shopfront or feature;
- b) the existing character, architectural and historic merit and design of the building and its shopfront;
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or light well;
- d) the general characteristics of shopfronts in the area; and
- e) community safety and the contribution made by shopfronts to natural surveillance

5.24 We will resist the removal of shop windows without a suitable replacement and will ensure that in appropriate cases where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shop fronts survive, its design should complement their quality and character.

Access

5.25 Policy DP29 seeks to promote fair access and remove barriers that prevent people from accessing facilities and opportunities. It expects amongst other things that all buildings and places meet the highest practical standard of access and inclusion.

Camden Planning Guidance 1 (2011-2015): Design

5.26 Chapter 7 of CPG 1 Design provides specific guidance on shopfronts and advises that shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. The following points have been considered:

- Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged.
- New shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades.
- Shopfronts forming part of a larger new development should be considered as an integral part of the overall design.

- Standardised 'house style' frontages may have to be amended in order to harmonise with the surrounding context and respect the building, particularly in conservation areas and listed buildings.
- All shopfronts should be designed to provide access into the premises for all.

Bloomsbury Conservation Area Draft Appraisal and Management Strategy (2010)

- 6.0 The Bloomsbury Conservation Area Draft Appraisal and Management Strategy (2010) identifies the key management issues for the Bloomsbury Conservation Area based on the recent appraisal of its appearance. It is a material consideration in determining planning applications.
- 6.1 100 New Oxford Street falls within the New Oxford Street / High Holborn / Southampton Row Sub- Area of the conservation area and is classified as a positive building. As such it is considered to make a positive and valuable contribution to the character and appearance of the conservation Area as an important local building in its own right.

7.0 PLANNING ANALYSIS

Design

- 7.1 The alterations proposed as part of this application have been designed sensitively, with consideration given to the design of the existing shopfront as well as the remainder of the building. The replacement shopfront will be of similar if not identical design to the existing shopfront consented in the 2011 application. The canopy, window frame and reveal on the recessed shopfront entrance would be finished in a dark metal material which would match the detailing of surrounding shopfronts in the parade, in line with policy CS14, DP24, DP25 and DP30 which requires new shopfronts to pay regard to design and materials which are used on surrounding buildings. Overall it is considered that the new entrance would be viewed as a sympathetic addition to the building and should not result in a harmful impact to the appearance of the building or the Bloomsbury Conservation Area.
- 7.2 In summary there is no aesthetic change to the appearance of the shopfront, which was consented in 2011. Importantly the proposed design of the shopfront window on the left hand unit has been designed to sympathetically integrate with the adjoining units, in this regard these slight alterations will have a beneficial impact to the shopfront as a whole.

Access

- 7.3 At the pre-application stage concerns were raised that the installation of a revolving door would limit access to the building from disabled persons. Policy DM29 requires that buildings are accessible to all. The new side doors have a clear opening width of 1100mm, on average the width of a wheelchair does not generally exceed 70-80cm, therefore it can be justified that the proposed side entrance doors, are large enough to allow passage of a wheelchair, and therefore the proposed access arrangements are compliant with the requirements under DM29. Whilst revolving doors are generally not promoted, in line with policy DM29, it can be suggested that the principle of installing a revolving door was established under the 2011 permission, where it was considered that the proposed access arrangements were sufficient to cater to disabled users.

8.0 CONCLUSIONS

- 8.1 As referenced in the previous application 100 New Oxford Street sits within Central London within the Central Activities Zone (CAZ), which is recognised as the country's most important strategic office location. The proposed works are required in order to offer high quality office space that attracts and retains tenants in this Central London Location.
- 8.2 Due regard has been had to the sites location within the Bloomsbury Conservation Area and the character of 100 New Oxford Street. The materials proposed are of high quality and have been chosen to complement those that are already present in the building, thereby strengthening the character and appearance of the Bloomsbury Conservation Area in accordance with the adopted policy.
- 8.3 Given the positive reception with the proposals at pre-application stage, and compliance with policy requirements it is our consideration that the proposals should be granted planning permission.