

**Date:** 11 October 2016  
**Our Ref:** 2016/4859/PRE  
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Mr Thomas Price  
DP9

**BY E-MAIL**

Dear Mr Price,

**Re. Planning Pre-application advice meeting ref. 2016/4859/PRE  
Cyclone House, 27 - 29 Whitfield Street, London W1T 2SE**

**Proposed development: *Change of use of basement, ground and first floor to flexible uses, second floor to B1 office, and new single-storey roof extension to create additional B1 office space, rooftop plant enclosure, façade alterations including new front entrance, replacement windows, and infill of light-well at basement level.***

Thank you for your request for pre-application advice on the above site.

You have submitted existing & proposed drawings (revised 1<sup>st</sup> September 2016) and a revised pre-application statement (dated 24 August 2016) of your proposal for the above site. Your proposal comprises of:

- Change of use of basement, ground and 1st floors to flexible uses (A1-A3/B1 or D1)
- Change of use of 2nd floor to Class B1 commercial use
- Single storey roof extension at 3<sup>rd</sup> floor
- Plant structure at 4<sup>th</sup> floor level
- Facade alterations and infill of lightwell at basement level
- Roof terraces at front 3<sup>rd</sup> and 4<sup>th</sup> floor levels as well as rear 1<sup>st</sup> and 2<sup>nd</sup> levels
- New front entrance on Whitfield Street.

I have assessed your proposal following internal consultation. In this letter I aim to advise you on the key issues regarding your proposal and on key consultation channels.

This document represents the Council's initial view of your proposal based on the information available to us at this stage. It cannot be held to prejudice formal determination of any planning application we receive from you on this proposal.

**Key issues:**

The site

The site consists of a 3 storey plus basement building dating from the mid-20<sup>th</sup> century – it was constructed following bomb damage, at some point between 1958

and 1968. The building is typical of the period with a modest façade of brickwork with render panels and strips of metal framed windows.

The site is located within the Charlotte Street Conservation Area and is not identified as making a positive contribution to its character and appearance. Immediately to the west of the site at 1 Colville Place is a Grade II listed house by Max and Jolanta Neufeld dating from 1964, built to a similar scale as the remainder of Colville Place.

The site is located on the corner of Whitfield Street and Colville Place and is currently vacant. It was previously used as offices. The area is characterised by a mix of uses including more commercial uses towards Goodge Street and more residential towards Colville Place. Directly to the south of the site is the open space of Crabtree Fields. It is located within the designated Central London Area (Fitzrovia).

#### Planning history

**2016/2073/PRE** Change of use of basement, ground and 1st floors to flexible uses and 2nd floor to Class C3 residential use, single storey roof extension to create a self-contained residential unit at 2nd and 3rd floor level, facade alterations and infill of lightwell at basement level. *Pre-app advice issued May 2016.*

**2013/8158/P** Change of use of basement, ground and 1st floors to office (Class B1) use and 2nd floor to Class C3 residential use, single storey roof extension to create two self-contained residential units at 2nd and 3rd floor level, facade alterations, infill of lightwell at basement level, installation of roof plant enclosure and other associated works. *Proposal withdrawn in April 2016 following lack of resolution on land-use, design and amenity grounds.*

#### **2013/2101/PRE**

Improvement works to the facade of the building, office use at basement to third floors, a two storey roof extension and duplex residential unit at fourth and fifth floors. *Pre-app advice issued 2013.*

#### **2012/4136/P**

Planning permission was granted on 22/10/2012 for the change of use from a courier hub and taxi control office (sui generis) to offices (Class B1a)

#### **2003/3178/P**

Planning permission was granted on 1/3/2004 for the retention of radio mast on existing Class B1 (Office) building.

#### **8400185**

03/04/1984 Established Use Certificate in respect of the second floor as offices.

The main issues under consideration with this proposal are land use, design, accessibility, transport and amenity.

#### Land use

Permission was previously granted for the change of use of the building into office (Class use B1) over its existing 4 floors. However, this permission was not implemented (and has expired) and the building is vacant. The previous proposal would have resulted in modernised office space on the basement, ground and first floors and residential accommodation over the 2 top floors which was considered acceptable in principle, subject to an acceptable mix of units. My view is that an office use (class B1) at this site (385sqm) would still be supported in line with policy DP13. Policy DP1 (mixed use) would not be triggered in this case as the additional B1 area amounts to 46sqm which is below the 200sqm.

You mention in your proposal that you may consider alternative uses, such as A1-A3 or D1 (240sqm) at the lower floors (basement-1<sup>st</sup>). Such uses would have to be considered against policy DP12 and DP15, respectively, of the Camden Local Development Framework (LDF). Whilst the site is in the Central London Area, issues such as cumulative impact and concentration of A3 uses would have to be considered. In all cases of Class A uses; access, servicing and ventilation would have to be considered as part of the main application. The impacts of neighbours' amenity would be a concern with such uses, including D1 due to this area adjoining many residential occupiers and the site not characterised predominantly as commercial. With regards to new Class D1 uses it would depend on the nature of the use and in addition to the above criteria, also opening hours. I recommend that you refer to CPG 5: Town centres, retail and employment for further detailed guidance. See link: <http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/supplementary-planning-documents/camden-planning-guidance/>.

Particularly, I would mention that A2 and especially A3 class uses do not seem practical at upper levels and is therefore discouraged at this site. Any use which involves the cooking of hot food (Class use A3) and sometimes within class use A1 will require ventilation which will need to be included and designed into a full planning application. I understand that you are considering a gallery user under the Class D1 criteria, which would be acceptable at this site in principle, subject to transport and amenity consideration as discussed below and above (opening hours etc). If a class D1 user is proposed; the application should include numbers of proposed visitors including days and times.

#### Design & conservation

As discussed previously, the refurbishment and/or re-design of this building has been discussed at length during the previous planning application and unfortunately the final proposal was not supported by the Council. The proposals were also strongly objected to by local amenity bodies, as listed below. I understand that new architects, Stagg Architects are now appointed.

As mentioned previously, the retention of the brick-clad areas is welcome. Considering the advances in the re-design of this development and a site visit made by the conservation officer, I am advised that we were presented with a selection of coloured render panels. The palette offered was a neutral range from a darker grey brown to a paler off grey. Of the colours offered the most appropriate choice was a mid-neutral tone which would, sit well with the local palette of materials – both the historic listed terrace along Colville Place and the later buildings along Whitfield Street.

The revisions to the upper street level windows sit well within the local context and the design overall is considered, acceptable, in accordance with policies DP24 and DP25. A full planning application should confirm the final colour of the render and the window details.

As advised previously, it is also my impression that the roof top plant is wider, which I would discourage, to avoid a top heavy appearance to the building, which already has a very high parapet in its extended form. The existing plant is subordinate to the building and hardly noticeable at its current site. The new plant should follow this pattern and as suggested previously, located in the basement altogether if possible. It should also not be larger to its rear, for amenity reasons which I explain below. Should you retain the plant as proposed on the roof, please ensure it is as closest in size to the existing and the proposed sloped glazed section to the rear clearly shown in section and material annotated, for amenity reasons (overlooking).

The proposal includes a terrace to the front and top terraces. I understand that your proposal will maintain the previous proposal to design the 3<sup>rd</sup> floor front terrace for maintenance purposes only. The boundary treatment (railings) to the top terrace should be designed to appear minimal and set back from the parapet to reduce its impact on the appearance of the building and the Charlotte Street Conservation Area. I have noticed that the sections show the railings at a different position to that on the elevations – please revise.

The vents and enclosure of the lightwell to the ground floor are not a characteristic of the conservation area but were supported previously at this location. Detailed sections and materials should support this element. It is recommended to refer to policy DP30 and CPG1 (Shopfronts) for guidance if you wish to pursue the Class A and/ or Class D options at street level.

#### Amenity:

As mentioned above, the plant area should not be larger than existing and particularly at the rear should not result in greater impact on adjoining occupiers to the rear. As you are aware, the nearest residential property is at 1 Colville Place and other residential occupiers are also present to the rear, at upper levels of 19 Goodge Street.

With regards to the terraces proposed; as previously advised under ref. 2013/8158/P, all terraces to front (3<sup>rd</sup> floor level) and rear (1<sup>st</sup> and 2<sup>nd</sup> floor levels), except the top (4<sup>th</sup> floor level) should be annotated as 'for maintenance only' and will be conditioned as such, for reasons of overlooking.

The rear windows to the rear lightwell area should be proposed as semi-obscured, especially at lower levels (1.7m from internal ground floor level), for the same reason as above.

An acoustic report should be submitted with a full application to address all mechanical plant, in accordance with policy DP28.

The proposal is not likely to raise concerns over daylight & sunlight issues, in its current form. However, as mentioned above, the roof plant should be kept to a minimum and as close as possible to the existing size and distance from the residential windows to the rear, to avoid adverse impact. Please submit a revised Daylight & Sunlight assessment with your application.

#### Transport:

The site is located within the Central London Area (PTAL 6b) which indicates that it has an excellent level of accessibility by public transport. The site is within a controlled parking zone (CPZ).

A contribution towards highway works would be sought and agreed with the applicant to include footway repaving works. Cycle parking will be required, in line with London Plan standards for the new office (B1) and A1/A2/A3 or D1 use, depending on your final proposal and mix of uses (please refer to Appendix 2 of the LDF). The likely requirement will be a minimum of 4x Sheffield stands to compensate for lack of space for cycle storage within the building, but this depends on the use and the number of proposed staff/ visitors (see below breakdown). This will be recommended to be secured via S. 106 [as part of highway contributions with a minimum of funding for 5x Sheffield stands (*145sqm of B1 office and 240sqm of A1 food retail*). This would add around £1,000 to the previously prepared cost estimate for highway works] in accordance with policies DP17 and DP 18 (please refer to CPG7 [here](#) for Camden cycle standards and the London cycle standards [here](#) for more information).

*Proposal as 385sqm of B1 office would require:*

- *4 long stay cycle parking spaces for staff*
- *Short stay cycle parking spaces for visitors would not be required*

*Proposal as 145sqm of B1 office and 240sqm of A1 food retail would require:*

- *2 long stay cycle parking spaces for B1 office staff*
- *2 long stay cycle parking space for A1 retail staff*
- *6 short stay cycle parking spaces for A1 retail visitors*

*Proposal as 145sqm of B1 office and 240sqm of A1 non-food retail would require:*

- *2 long stay cycle parking spaces for B1 office staff*
- *1 long stay cycle parking space for A1 retail staff*
- *2 short stay cycle parking spaces for A1 retail visitors*

*The cycle parking spaces would be available to anyone wishing to use them. They could only be designated to staff and visitors if they were to be located within the site boundary.*

In order to control safe pedestrian movement and continued acceptable vehicular movement in this central London location during construction, it would be recommended to secure the submission of a Construction Management Plan (CMP) via a legal agreement. This will ensure the proposal complies with policies DP20 and DP21.

#### Building Control Service

For further information about this separate process and any implication it may have the configuration of the project in planning terms please contact Nasser Rad on 020 7974 2387 or [Nasser.Rad@camden.gov.uk](mailto:Nasser.Rad@camden.gov.uk)

#### Supporting information

Please be aware it is your responsibility to compile the necessary documentation in accordance with the requirements of the national and local list. Details are available at:

<http://camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/making-an-application/supporting-documentation--requirements-/>

#### **Other issues:**

CIL

*This application is likely to be liable for both the Mayoral and Camden CIL as the proposal results in the creation of a new dwelling or 100sqm of additional floorspace. The Camden CIL will apply to all applications that are granted planning permission after the 1<sup>st</sup> of April. For further information please visit the CIL pages of the [website \(link\)](#).*

#### **Consultation channels:**

The applicant is strongly encouraged to engage locally prior to a planning application being submitted. The list below is a recommendation for local groups that you may wish to notify or consult on your proposals in advance of submitting your application.

*Charlotte Street CAAC  
Charlotte Street Association  
Twentieth Century Society  
Fitzrovia Neighbourhood Association  
Colville Place Gallery; and other adjoining occupiers*

Electronic submission

Please submit your application via the planning portal at:

<http://www.planningportal.gov.uk/planning/>

I hope this advice is useful. This response represents an initial view of your proposals based on the information available to us at this stage which is limited. Please be aware that addressing these matters does not necessarily mean that the application will be approved and is without prejudice to the assessment of any future application and the final decision of the council.

**Further pre-app advice:**

Please be advised that additional pre-application submission should be made before a full application is made for this site, in order to ensure that the final design is supported by the Council. Additional pre-application advice will be at similar charge levels to the current one.

If you have any queries about the above letter or the attached document please do not hesitate to contact **Tania Skelli-Yaoz** on **020 7974 6829**.

Thank you for using Camden's pre-application advice service.

Yours sincerely,

Tania Skelli-Yaoz  
Senior Planning Officer (Mon-Wed)

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