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Jonathan McClue
Development Control Planning Services
London Borough of Camden
Town Hall
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9th November 2016

By Email

Dear Jonathan,

ST GILES CIRCUS SITE INCLUDING: SITE OF 138-148 (EVEN) CHARING CROSS ROAD, 4, 6, 7, 9, 10, 20-28 (INC) DENMARK STREET, 1-6 (INC) DENMARK PLACE 52-59 (INC) ST GILES HIGH STREET, 4 FLITCROFT STREET AND 1 BOOK MEWS LONDON WC2

SECTION 73 APPLICATION TO VARY CONDITION 49 AND DELETE CONDITION 50 OF PLANNING PERMISSION 2012/6858/P

On behalf of Consolidated Developments Ltd please find enclosed an application to vary condition 49 and delete condition 50 of planning permission 2012/6858/P which grants permission for the redevelopment of St Giles Circus.

In support of this application please find enclosed the following:

- Decision Letter for planning application reference 2012/6858/P;
- St Giles Circus Event Gallery Crowd Flow Study prepared by BuroHappold Engineering;
- Planning Application fee of £195.

Background to the Application

Planning permission was granted on the 31st March 2015 for the following development:

'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).

This planning permission has since been implemented.

S73 Application –Increase in Capacity of Basement Venue

St Giles Circus is a strategically important site, lying as it does at the heart of some of London's most popular visitor attractions, including Tottenham Court Road, Bloomsbury and the British Museum to the north, Holborn to the east, Covent Garden, Shaftesbury Avenue and London's Theatreland to the south east and south, and Soho and Oxford Street to the west.

With the advent of Crossrail and other significant developments in the area the importance of St Giles Circus is increasing further, making this a key gateway site for this area of Central London. Denmark Street itself is known as 'Tin Pan Alley' and is renowned as an important centre of the UK popular music industry. Over the years it has attracted specialist retailers, first in music publishing and more recently in the sale and repair of pop music instruments and this is something that is protected through the implemented permission and supported by the introduction of the Urban Gallery and Event Gallery which will ensure the ongoing success of this area as a hub for music businesses.

- **The Urban Gallery:** Located at street level, the Urban Gallery is a space within the site boundary that can be open to the public realm on both the Charing Cross Road and Centrepoint facades. The Urban Gallery also opens onto the internal access route linking the Centrepoint façade to Denmark Place and allows free movement between the gallery and the adjacent food court. The transparent nature of the Urban Gallery is such that it will become part of the general circulation around the St Giles Circus and Crossrail areas and will be routinely traversed by both local and visiting pedestrians.
- **The Event Gallery:** Located directly below the Urban Gallery, the Event Gallery is a flexible auditorium space. A public stair and two fully accessible elevators link the auditorium to the street level entry foyer located towards the centre of the site on Denmark Place.

Under typical operation conditions the Urban Gallery will be an open space linked directly to the public realm. As such it is a transient space without a specified maximum capacity. Capacity only becomes relevant when the space is enclosed to house a specific event or to function as a support space to the Event Gallery. As a completely enclosed space, the approved capacity of the Urban Gallery is 550 and this is not proposed to change as part of the Section 73 application.

At the time of the original application the Event Gallery was put forward with a capacity of 800 in order to pre-empt any concerns relating to the possibility of harm to residential amenity. As such a planning condition (Condition 49) was attached to the decision notice with the express purpose of controlling the capacity of both the Urban Gallery and Event Gallery (basement venue).

Condition 49 is currently worded as follows:

49. *The ground floor 'urban gallery' and the basement venue shall have a maximum capacity of 550 people and 800 people respectively.*

Since the granting of planning permission a detailed Licensing Policy submission has been made to Camden's Licensing Committee to support the increase in capacity of the Event Gallery from 800 to 2000. The license was subsequently approved. In support of this submission a detailed Crowd Flow Study was prepared by BuroHappold (submitted alongside this covering letter) which demonstrates how the Event Gallery will operate with an increase in capacity whilst also safeguarding the amenities of adjoining premises and the area in general.

It is in the context of the submitted information that Camden's Licensing Committee have approved a capacity of 2000 (excluding staff) for the Event Gallery and this Section 73 application is submitted to ensure the controls granted under planning reflect the controls since granted under licensing. As such this application proposes the variation of condition 49 to reflect the licensed capacity:

49. *The ground floor 'urban gallery' and the basement venue shall have a maximum capacity of 550 people and 2000 people respectively.*

S73 Application – Deletion of Condition 50

Condition 50 seeks to restrict the frequency of maximum capacity events within both the urban gallery and the basement venue. In light of the detailed Crowd Flow Study prepared by BuroHappold it is clear that both venues can operate at capacity, and in conjunction with each other, without any adverse impact on the amenities of adjoining premises and the area generally.

Paragraph 206 of the National Planning Policy Framework states "Planning conditions should only be imposed where they are:

1. Necessary;
2. Relevant to planning and;
3. To the development permitted;
4. Enforceable;
5. Precise and;
6. Reasonable in all other respects."

In the context of submitted Crowd Flow Study and bearing in mind the changing nature of the area -in particular the advent of both Crossrail and the 24 hour tube - Condition 50 is no longer considered to be necessary in order to make the development acceptable. It is thus proposed that this condition be deleted from the planning permission.

I trust the enclosed is sufficient for your purposes and I look forward to receiving confirmation that the application has been validated. In the meantime please do not hesitate to contact me at this office if require anything further or wish to discuss any point in more detail.

Yours sincerely,



Anna Snow
DIRECTOR

