



30 CLEVELAND STREET, LONDON. W1T 4JD

PLANNING STATEMENT

December 2016

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1.0 INTRODUCTION

1.1 This Planning Statement is submitted on behalf of BC Noho Ltd in support of an application for full planning permission for the refurbishment and enhancement of the existing office building at 30 Cleveland Street. The proposal includes the refurbishment of the existing façades, small scale extensions at fourth, fifth and sixth floors, upgrade of the building entrance and rationalisation of the internal layout to provide enhanced office accommodation. The proposal delivers an additional 188sqm (GIA) of high quality office floorspace.

1.2 The application proposal comprises:

‘Refurbishment and extension of the existing office building including the construction of small scale extensions at fourth, fifth and sixth floors; relocation of the existing plant within two plant enclosures at fourth and sixth floors; refurbishment of the existing façades and alterations to the office entrance.’

1.3 This statement has been prepared by DP9 Ltd Planning Consultants (DP9) and provides the planning case in support of the development. It assesses the development in the context of planning policy and guidance at the national, regional and local levels.

1.4 This Planning Statement should be read in conjunction with the following documents which are submitted in support of the application:

- Application forms for Planning Permission, CIL form and certificates prepared by DP9;
- Site location plan and planning application drawings prepared by Barr Gazetas Architects;
- Design, Access and Sustainability Statement prepared by Barr Gazetas Architects;
- Noise Impact Assessment, prepared by Scotch Partners;
- Daylight and Sunlight Report prepared by GVA Schatunowski Brooks; and
- Heritage Statement, prepared by Beacon Planning.

2.0 THE SITE AND SURROUNDING AREA

2.1 The site comprises an office building dating from 1930, which consists of ground plus 5 storeys of office accommodation. The site is located on Cleveland Street, and the immediate surrounding buildings are a mix of commercial, retail and residential.

2.2 The site is highly accessible with a PTAL rating of 6b (the highest rating). Goodge Street Underground Station is 230m to the east, and Tottenham Court Road Underground Station is 560m to the south. There are also numerous bus services along Tottenham Court Road, which are in close proximity to the site.

2.3 The following planning policy designations are applicable to the site:

- Central London Area
- Fitzrovia Area Action Plan; and
- Part of the site is within the Designated View 2A.2 Parliament Hill to the Palace of Westminster.

2.4 With regard to heritage and conservation, the site is not listed; however, the properties to the south, 16-22 Cleveland Street, are Grade II listed, as are the terraced buildings on the eastern and western side of Goodge Place (8-14 and 19-26). No. 39 Tottenham Street is also Grade II listed.

2.5 The site is within the Charlotte Street Conservation Area within LB Camden. The Built Heritage Audit Plan identifies the site as a positive contributor to the character and appearance of the conservation area. The site is also adjacent to, but not within, the East Marylebone Conservation Area within Westminster City Council.

3.0 DEVELOPMENT PROPOSALS

- 3.1 This section summarises the proposal for the site. The proposal comprises an application for full planning permission for *‘Refurbishment and extension of the existing office building including the construction of small scale extensions at fourth, fifth and sixth floors; relocation of the existing plant within two plant enclosures at fourth and sixth floors; refurbishment of the existing façades and alterations to the office entrance.’*
- 3.2 The proposed scheme offers the opportunity for the refurbishment of the building, which will fundamentally improve the appearance of the building itself and its contribution towards the setting of the Charlotte Street Conservation Area. The existing façade will be renovated with the removal of the existing modern alterations (which include changes to the ground and first floor bays and a roller shutter) to provide an enhanced elevation with the refurbishment of the existing windows, replacement of the existing curtain walling with crittall style framing in addition to restoring the decorative mouldings and canopies and repairing the existing render.
- 3.3 The main entrance will be enhanced with a new canopy and replacement of the existing balustrades. Taller doors will be introduced with additional glazing which will improve the reception area. The internal layout will be amended to provide a double height reception, reducing to single height at the entrance to the lifts.
- 3.4 The proposal includes the extension of the building at fourth, fifth and sixth floors which will provide a total of 188sqm (GIA) additional office floorspace. The proposed extensions at fourth and fifth floors will be set back from the boundary and the external treatment will match with the existing white render. At sixth floor the existing set back floor will be extended to the south east and the north. The existing terrace will be improved with new decking and the balustrade will be reduced in height to minimise its visibility from the street.
- 3.5 The plant will be rationalised and relocated to two locations at fourth and sixth floors. All plant will be concealed within light grey louvred acoustic enclosures and ductwork will be finished to match the roofscape.
- 3.6 The proposal includes the provision of a dedicated cycle parking area and showers for the use of occupiers (there are currently no cycle parking facilities).

- 3.7 Refuse storage will be located in a designated room within the basement and collection will be as per the existing arrangements.

Design and Appearance

- 3.8 The design approach for the refurbishment of the façade and the proposed extensions is set out in detail in the Design, Access and Sustainability Statement. The design has been informed by the site's history and its context in terms of the surrounding Conservation Area and the advice received from Officers at pre-application stage.

Sustainability

- 3.9 The proposed works will be carried out having regard to sustainable principles, and will utilise low impact materials and be constructed in accordance with best practice guidance. Full details are provided within the Design, Access and Sustainability Statement.

4.0 PLANNING POLICY ANALYSIS

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that when making any determination under the Planning Acts, it should be done so in accordance with the Development Plan unless material considerations indicate otherwise. In this instance, the Development Plan for the Site comprises the London Plan (as amended) (2016), the Core Strategy (2010), Camden Development Policies DPD (2010) and the Fitzrovia Area Action Plan (2014).
- 4.2 Camden Council are currently preparing a new planning policy document, the Local Plan, which was submitted for examination on 24th June 2016. Policies within this document will be given limited consideration when determination planning applications.
- 4.3 The Council also has Supplementary Planning Guidance (SPG's) that need to be taken into consideration.

Principle of Development

Provision of Office Floorspace

- 4.4 The building will remain in office use, which is in accordance with Policy DP13 of the Development Policies DPD which states that the Council will retain land and buildings that are suitable for continued business use. The refurbishment of the building to allow the on-going office use and the provision of an addition 188sqm (GIA) of office floorspace is in accordance with policy.

Refurbishment of the Building

- 4.5 The enhancement of the office entrance and reception and refurbishment of the façade supports the function of the building and will ensure that the office accommodation is attractive to prospective tenants, securing the long term use of this office building in accordance with the aims of current planning policy.

Design

- 4.6 Core Strategy Policies CS5 and CS14 seek to secure high quality design that safeguards the heritage of the Borough. This is reiterated within Development Policies DPD Policy DP24 which states that the Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design. The Council will also consider the quality of the materials to be used.
- 4.7 Policy DP25 of the of the DPD states the Council will only permit development within conservation areas that preserves or enhances the character and appearance of the area.
- 4.8 The proposed external alterations will enhance the appearance of the existing building, restoring the Art Deco aesthetic which is an integral part of the building's contribution to the Charlotte Street Conservation Area. The replacement of the existing entrance canopy, roller shutter and signage and the removal of the modern alterations to the building will also enhance the appearance of 30 Cleveland Street. The proposed extensions will have a minimal impact in the views from street level as the majority of the additional massing is located to the rear of the building.
- 4.9 On this basis it is considered that the proposed alterations comply with the aims of the Development Policies DPD Policies DP24 and DP25

Amenity Considerations

- 4.10 The closest residential properties are located adjacent to the site at 52 Tottenham Street. Other dwellings in proximity are 41, 43, 45, 47, and 40 Tottenham Street, 22 Cleveland Street and Fitzroy Place.
- 4.11 With regard to impact on amenity, a Noise Impact Assessment has been carried out by Scotch Partners which concludes that the proposed acoustic screens will ensure that the noise emissions will meet the required limits set forward within Development Policies DPD Policy DP28. The noise level at 1m from the façade will be 41 dB L_{Aeq} , which is below the existing background noise levels.
- 4.12 Policy DP26 states that permission will only be granted for development that does not cause harm to amenity, including daylight and sunlight impacts. A Daylight and Sunlight Assessment has been prepared by GVA which demonstrates that whilst there are a few minor

reductions in daylight received to several of the residential windows, the impact will not be noticeable to the human eye. The impact on sunlight will be negligible and all windows satisfy the APSH assessment in accordance with the BRE Guidelines.

- 4.13 Policy DP26 also states that visual privacy and overlooking will be considered. The scheme will not result in any additional overlooking and the privacy of surrounding residential properties will be maintained in accordance with policy DP26.

Sustainability

- 4.14 Whilst the proposals are small scale, the scheme will be constructed having regard to sustainable principles, and will utilise low impact materials and be constructed in accordance with best practice guidance. Full details are provided within the Design, Access and Sustainability Statement.

5.0 CONCLUSIONS

5.1 Planning permission is sought for full planning permission for the refurbishment and enhancement of the existing office building at 30 Cleveland Street. The proposal includes the refurbishment of the existing façades, small scale extensions at fourth, fifth and sixth floors, upgrade of the building entrance and rationalisation of the internal layout to provide enhanced office accommodation. The proposal delivers an additional 188sqm (GIA) of high quality office floorspace.

5.2 The application proposal comprises:

‘Refurbishment and extension of the existing office building including the construction of small scale extensions at fourth, fifth and sixth floors; relocation of the existing plant within two plant enclosures at fourth and sixth floors; refurbishment of the existing façades and alterations to the office entrance.’

5.3 The proposals will deliver an additional 188sqm of high quality office accommodation on an existing employment site, in accordance with Policy DP13.

5.4 The scheme has been carefully developed with regard to the site’s context and the proposals will enhance the appearance of the building and its contribution to the setting of the Charlotte Street Conservation Area.

5.5 The proposal has been designed in accordance with national, regional and local planning policy and is considered to accord with policies relating to design, heritage and surrounding residential amenity.