



FAO David Fowler  
Camden Planning Department  
5 Pancras Square  
London N1C 4AG

12 December 2016

Dear Sir

**Re: 2016/5202/P 125 Shaftesbury Avenue London WC2H 8AD**

I write you regarding the above and the planning application for:

*Remodelling, refurbishment and extension of existing office building (Class B1) at upper floor levels, roof level and within lightwells to provide 9,682sqm additional floorspace, including terraces, a new public route, a relocated office entrance (Charing Cross Road), rooftop plant and flexible retail uses (Classes A1/A3), along with associated highway, landscaping and public realm improvements.*

The above application is within the Bee Midtown Business Improvement District boundary. The existing building provides poor quality office and retail floorspace and requires extensive renewal and refurbishment.

The existing building has been primarily used as offices (Class B1) since its construction in the late 1970's, early 1980's. As such, the existing office accommodation is outdated and does not suit modern occupier requirements. In addition, the building provides a poor contribution to the existing urban character.

Bringing the site back into a sustainable use, comprising flexible A1/A3/B1 space, interactive frontages and the reinstatement of the route through the site, offers substantive planning gains to the area.

It is also noted that the proposed development will provide substantial improvements to the public realm, including a new public route across the site providing increased connectivity in the area.

In this context, the Inmidtown BID priorities for the area are to enhance commercial viability, help the realization of full economic potential, and make Bloomsbury, Holborn and St Giles a quality environment in which to work, visit and live, and the bringing of this building back into full use and introduction of a mixed use development will contribute to these aims.

Yours Sincerely



For Bee Midtown