

Shaftesbury

London Borough of Camden
2nd Floor, 5 Pancras Square c/o
Town Hall,
Judd Street
London WC1H 9JE

10 January 2017

Dear Mr Fowler

125 SHAFTESBURY AVENUE, LONDON, WC2H 8AD
LETTER OF SUPPORT FOR PLANNING APPLICATION REFERENCE: 2016/5202/P

We have been made aware of the above planning application at 125 Shaftesbury Avenue currently pending consideration.

We have been investing in and around London's West End for over 30 years and have significant investments in and around Seven Dials, which adjoins Shaftesbury Avenue and the application site to the south. Through our long-term investment, we continuously seek to improve Seven Dials and the surrounding area through improvements to buildings and the public realm, working in close conjunction with local stakeholders and Camden Council. We therefore welcome and support any opportunities that may arise from neighbouring individual properties or wider estates to help deliver positive change to Seven Dials surrounding built environment or public realm. Shaftesbury therefore supports the current planning application (ref. 2016/5202/P) at 125 Shaftesbury Avenue.

The existing site forms part of a large expansive red brick office block with poor retail ground floor frontage that contributes little to the surrounding street-scene. Having studied the proposed plans and visualisations, the extensive remodelling exercise and refurbishment works would, we consider, provide a positive contribution, both visually and commercially to Shaftesbury Avenue. The proposed building will create a pedestrian friendly thoroughfare and open space with modern ground floor retail accommodation and an attractive new façade. We further welcome the proposed opportunities to enhance and increase the level of large, modern office accommodation in this central London location. Existing office accommodation within the local vicinity can often be confined to the upper floors of Victorian buildings which limits floorspace and modern uses. The high quality office accommodation, it is hoped, will attract a number of exciting new operators and increase employment in the area, which in turn will generate additional footfall for surrounding businesses.

Please therefore accept this letter as formal support for the pending planning application (ref. 2016/5202/P).

Should you have any questions please do not hesitate to contact the undersigned.



Portfolio Executive