

The Fitzrovia Partnership

Business Improvement District

Kate Henry
Development Management,
Camden Town Hall,
Judd Street
WC1H 9JE

07 April 2017

Dear Ms Henry,

On behalf of The Fitzrovia Partnership I am writing to you to offer our support for the planning application and for the listed building consent application for the Middlesex Hospital Annex on Cleveland Street (2017/0414/P and 2017/0415/L)

The Fitzrovia Partnership is the Business Improvement District (BID) for the area in which the site is located. The Fitzrovia Partnership represents around 400 businesses in Fitzrovia, providing a collective voice and support for the business community.

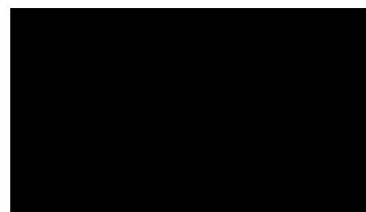
The UCLH Charity has kept us up to date throughout the process and we have met with them before and after the submission of the planning application.

We believe that there are clear advantages to this application, although, we do ask that the impact of construction is minimised wherever possible, especially relating to surface transport, traffic management, accessibility, cleanliness and noise.

The commercial use on site will positively contribute to the area and local businesses, particularly those surrounding the site that, we believe, will benefit from uplift in footfall. 4,535sq.m of Class B1 Business space is a significant contribution to Fitzrovia. Much office space has been lost due to permitted development and this project will provide some relief to the demand for high quality offices in the area.

What is more, the pedestrianisation of the Bedford Passage for the first time in years will increase the permeability of the area, making it easier for people to access Cleveland Street and Charlotte Street; not only for those living and working on the site, but also for those in the surrounding area. Increasing the permeability of the area will have a positive impact on businesses by making it easier for local people to access them.

We are pleased that the site is 74% affordable housing and believe that this will help to form a mixed community within the development, further contributing to the area.



**The
Fitzrovia
Partnership**
Business Improvement District

The improvements to the frontage on Cleveland Street, along with the new public open space inside the site are welcomed. We understand that around 23% of the site will be public open space and we believe this will make the area more attractive. We do however ask that the public open space be managed effectively so that anti-social behaviour is kept to a minimum.

Furthermore, we ask that the UCLH Charity keeps local businesses, residents and the community up to date with the development. In particular, if planning permission is granted, we ask that local businesses are kept up to date regarding the construction management plan. We hope that construction can be coordinated within the area so that the impact on local businesses is minimised.

In summary, we recognise that this scheme has significant advantages. We hope that you and the planning committee will support these plans so that the project can be brought forward.



Lee Lyons
Business Improvement District Manager