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FAO: Sarah Freeman

20 April 2017

Our ref: NJB/WRI/AKG/J7937

Your ref:

Dear Sarah,

Unit 4, Centre Point Link, 101-103 New Oxford Street and 5-24 St Giles High Street, London, WC1A 1DD
Application for Listed Building Consent

We write on behalf of our client, Rhubarb Food Design Ltd, to submit an application for listed building consent for the internal fit-out proposals in respect of Unit 4, Centre Point Link ('the site').

Proposals

This listed building consent application seeks permission for the following:

“Internal alterations involving internal fit out at part ground and part first floor level in relation to the use of the site for Class A3 Use.”

The proposals represent the fitting-out of the retail space for restaurant purposes. The unit has been designed to fit into the building layout, respect all listed aspect and to maximise the efficiency and operations of catering uses alongside being designed to suit the restaurant branding. The works are internal only.

The proposed works requiring formal listed building consent, as they will be fixed to the historic fabric, can be summarised as follows:

- “VIVI” signage fixed in the reception area. The letters would be made from acrylic with edge illumination. Beneath that further signage is proposed which say “at Centre Point at Rhubarb”. The lettering would be in lightweight powder coated metal also fixed to the wall;
- Internal illuminated signage suspended and fixed at high level above the glazed double doors of main entrance façade;
- Suspended track for lighting and illuminated signage on New Oxford Street and Plaza facades;
- Full height “VIVI” signage to divide customer walking flow and staff kitchen pick-up area;
- Along the South Elevation running along the glazed fins, a roller blind curtain detail (one set inside each glazed fin separations) is proposed. They will be on synchronised motors and will operate in unison;
- A decorative light weight ceiling feature is proposed to be installed from the Main Entrance on Level 00 to Restaurant Level 01. The ceiling feature would be made up of acrylic inter-locking sheet panels (ranging from opalescent light pastel colours) which offers

translucence and will be mainly recessed within the two main concrete beams in the restaurant space. It would be discreetly illuminated from downlights recessed into the ceiling make up within the tenant fit-out zone;

- Proposed kitchen and DDA access toilet within the kitchen body to allow for enough space for required kitchen equipment and the full function and operation of the catering facilities when in use;
- Proposed metal curtain screens along the listed side staircases to both side galleries;
- Proposed suspended brass curtain tracks for private dining areas;
- Proposed glass rack suspended from ceiling above the main bar; and
- Glazed Partitioning at end of floating bridge walkway.

The following items will not be fixed to the listed fabric and as such do not require express listed building consent. They have been included for information purposes.

- Insertion of an internal glazed door and glazed partition at Level 01;
- Free-standing joinery unit set back from heritage windows - Dispense Bar (Dispense Bar 1, 2 and 3);
- Free-standing joinery unit on the southern gallery set back from heritage windows - Side Bar;
- An oval-shaped 'main bar' on the main central space, backing onto the kitchen at 1st floor level - Main Bar;
- Free standing wine display shelving by the main bar, backing onto the kitchen wall at 1st floor level; and
- Proposed decorative lightweight ceiling feature at ground floor and 1st floor levels.

The proposals are described in greater detail in the Design and Access Statement and drawings, prepared by SAY Architects, submitted in support of this application.

Site and Surroundings

The site is located within the London Borough of Camden (LBC).

The site is designated on the LBC's Policies Map as within the Central London Area and the Tottenham Court Road Growth Area.

The site is part of a Grade II listed building and is located within the designated Denmark Street Conservation Area.

Unit 4 is located at part ground floor and first floor level within the Centre Point Link.

Background

On 1 April 2014 planning permission (ref: 2013/1957/P) and listed building consent (ref: 2013/1961/L) were granted at the site for the following:

“(Scheme A) Change of use of Centre Point Tower from office (Class B1) and restaurant/bar (Sui Generis) to residential (Class C3) to provide 82 self-contained flats (16 x one bedroom, 37 x two bedroom, 26 x three bedroom, 2 x 4 bedroom and 1 x 4 bedroom duplex) and ancillary residential floorspace (spa, gym and pool); change of use of Centre Point Link from office (Class B1) and bar (Class A4) to a flexible retail/restaurant/bar use (Class A1/A3/A4); change of use of Centre Point House at first and second floor levels from office

(Class B1) to flexible retail/restaurant/bar use (Class A1, A3, A4); alterations and extensions to the existing building at ground floor level to provide flexible retail/restaurant/bar use (Class A1, A3, A4). Alterations to the external elevations of Centre Point Tower, Centre Point Link and Centre Point House including the relocation internally of the existing external ground and mezzanine eastern and western staircases, replacement and refurbishment of the facades, fenestrations and shopfronts, new pedestrian link through Centre Point House and associated basement car parking, terraces, landscaping, highway works (including the relocation of bus stands in Earnshaw Street), servicing and access arrangements and extract ducts. Redevelopment of the Intrepid Fox public house to provide flexible retail/restaurant/bar (Class A1, A3, A4) with 13 affordable housing units (8 x one bedroom, 3 x three bedroom and 2 x four bedroom) above in an eleven storey building (including basement) and associated basement car parking, terraces, servicing and access arrangements, and extract ducts.”

As the practical completion of the works permitted by planning permission ref: 2013/1957/P and listed building consent ref: 2013/1961/L is forthcoming our client is seeking to secure listed building consent for their fit-out works prior to the commencement of their lease.

Pre-Application

These proposals within this listed building consent application have been subject to detailed pre-application discussion with Camden planning and conservation officers (ref: 2017/0925/PRE). The design team has sought to respond to officer comments.

Officer feedback, dated 23 March 2017, stated that the overall approach of limiting intervention to the building fabric was welcomed. The comments supported the following elements of the scheme:

- Signage/lighting details;
- Dispense units, subject to the height of the units being reduced;
- Roller blind curtains to south elevation. All blinds should operate on the same mechanism so that all blinds are the same level to avoid an untidy appearance from within the plaza;
- Decorative ceiling ‘play-plex’ feature;
- Relocation of kitchen partition towards the restaurant space and relocation of DDA WC;
- Metal curtain screen to both side galleries;
- Suspended brass curtain track for private dining areas;
- Glass rack suspended from ceiling above main bar; and
- Installation of services within concrete floor.

The following element of the scheme was not supported:

- Partition behind stair connecting the unit to Centre Point Tower.

As a result, the partition behind the stair connecting the unit to Centre Point Tower has been removed from the proposals.

Proposals for a glazed draught lobby at ground floor level were included in follow-up pre-application information. Written officer comments stated that this element ‘is considered to have the potential to introduce unnecessary clutter to the glazed entrance. Preference would be for this element of the proposals to be removed.’ This element has been included in these proposals as it is considered that as the fully glazed enclosure will be constructed with minimal fixings it will have minimal visual

impact. Also the glazed, transparent structure will be fixed to the new glazed western shopfront and will therefore not interfere with the historic fabric.

At the pre-application meeting it was also discussed that any Building Control details required at the site which would affect the historic fabric should be submitted. Therefore a drainage plan and a sprinkler plan have been submitted with this application for formal approval.

Local Development Framework

The London Borough of Camden's Local Development Framework comprises of the following planning policy documents: The National Planning Policy Framework (2012), the London Plan (as amended, 2016), Camden Core Strategy (2010) and the Camden Development Policies (2010).

In addition, supplementary planning documents relevant to the proposals include the Denmark Conservation Area Appraisal and Management Plan (2010).

Statutory Legislation

Statute regarding the heritage environment is relevant to this application. Both the site's historic fabric and the surrounding environment have been carefully considered in the development of the proposals having regard for the statutory legislation set out below.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 sets out that local planning authorities should pay special regard to the desirability of preserving a listed building or its setting or any features of historic or architectural interest which it possesses when considering applications.

Section 72 of the same Act states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of conservation areas.

National Planning Policy Framework

Paragraph 132 of the National Planning Policy Framework sets out that great weight should be given to the conservation of heritage assets. Paragraphs 133 and 134 set out the tests that need to be met where either 'substantial harm' or 'less than substantial harm' is caused to heritage assets.

Planning Considerations

Heritage and Design

Camden Core Strategy Policy CS14 'Promoting high quality places and preserving our heritage' states that the council will ensure that Camden's places and buildings are attractive, safe and easy to use. This will be achieved by various means including preserving and enhancing Camden's rich and diverse heritage assets and their settings, which includes conservation areas, listed buildings.

Camden Development Policies Policy DP25 'Conserving Camden's Heritage' states that the council will maintain the character of Camden's conservation areas by only permitting development within designated conservation areas that preserves and enhances the character and appearance of the area and that in order to preserve and enhance Camden's listed buildings, the council will only grant consent for alterations where it is considered this would not cause harm to the special interest of the building.

The proposals aim to minimise physical intervention with the historic fabric whilst maximising the expression of the elements of historic significance at the site. The proposals are appropriate for the site as the design rationale is based on the 60s era to respect the existing Seifert's architecture. The proposals also enhance the appearance and character of the views from the conservation area into the site. Therefore it is considered that the proposals are compliant with Core Strategy Policy CS14 and Development Policies Policy DP25.

It is considered that the proposals will deliver the following planning benefits:

- Enable public enjoyment of the listed building;
- Enhance and preserve the unique historical significance of the Centre Point Link; and
- Improve views into the site from the Denmark Street Conservation Area, thus enhancing the character and appearance of the conservation area.

The Heritage Statement, prepared by Richard Coleman CityDesigner, dated 13 April 2017, concludes that the interior fit-out proposals are sensitive to, and respect the character of, the listed building. It is considered that the proposals will highlight its heritage value of Centre Point Link by enhancing the interior space. The proposals will not have a negative effect on the listed fabric and the significance of the historic fabric will not be detrimentally affected.

The proposals are therefore considered to comply with national and local planning policy and meet the statutory tests of Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Conclusion

It is considered that the proposals represent a sensitive, thoughtful treatment of this unit of the listed building and will result in the enhancement and preservation of its historical significance. Furthermore the proposals will preserve the character and appearance of the Denmark Street Conservation Area as the views into the site are improved.

The proposals comply with the required planning policy and statutory legislation as the proposals would result in no harm to the heritage asset. Therefore it is considered that listed building consent should be granted.

Application Documentation

Accordingly, we enclose the following documents in support of this application:

- Application forms and notices;
- Site Location Plan;
- Design and Access Statement, prepared by SAY Architecture;
- Proposed plan, section and elevation drawings, prepared by SAY Architecture;
- Fixings Location Plan;
- Drainage Plan
- Sprinkler Plan;
- Heritage Statement, prepared by Richard Coleman City Designer; and
- Internal and external CGI visuals of the proposals at night and day.

As the proposals are in relation to a listed building there is no fee required.

We look forward to your confirmation of the validation of this application. In the meantime, please contact either Will Rimell or Anna Gargan of this office should you have any questions.

Yours faithfully,

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