

DP1545/TS/CB

17 December 2019

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Dear Patrick,

**APPLICATION FOR PLANNING PERMISSION: 31- 37 WHITFIELD STREET AND 50A CHARLOTTE STREET. TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED).**

DP9 Ltd on behalf of Aviva Investors Pensions Limited (the Applicant), hereby submit an application for planning permission at 31- 37 Whitfield Street and 50a Charlotte Street, Fitzrovia, London.

This application is for:

*Internal and external alterations to an existing building.*

This application has been submitted online via the planning portal and comprises the following documents:

- Application forms prepared by DP9 Ltd
- Site Location Plan prepared by Fletcher Priest
- Design and Access Statement prepared by Fletcher Priest
- Acoustic Assessment prepared by RBA Acoustics Ltd
- CIL Liability Form

An application fee of £462 has been paid via the planning portal.

Full details of the proposed development are outlined within the Design and Access Statement.

**1. Background and context**

The site is located in Fitzrovia East. The boundary of the site occupies the centre of an urban block formed by Whitfield Street, Charlotte Street, Scala Street and Goodge Street. The site has frontages to both Whitfield Street and Charlotte Street. The land use surrounding the properties is a mix of commercial, retail and residential. The site is in office use, although has been vacant for the past 10 years.

The site is located within the Charlotte Street Conservation area, with a number of listed buildings within the wider area.

The building itself is comprised of a five-story block to Whitfield Street (Block A), which is linked internally to a two-storey lower pavilion block (Block B). Block A is accessed via Whitfield Street into a double height space at ground floor. Block B is accessed from Charlotte Street via a timber clad door within the elevation of 48 Charlotte Street. Both Blocks are used for office use.

## **2. The Proposal**

The building has been unoccupied for over 10 years. As such, there are a number of elements of the building that require updating and refurbishment to bring the building up to a standard where it can provide for quality office use.

The proposed changes to the building include:

- A refreshed Charlotte Street entrance
- Landscaping and levelling of the floor level from Charlotte Street, through to the pavilion
- Additional, screened, external plant enclosure at the roof level of Block A
- Creation of areas of office amenity at level 2 and 4 of Block A
- Ground floor landscaping improvements
- Simplified Whitfield Street elevation with new entrance
- New access to the roof and lift overrun
- Additional cycle parking at basement level (accessed via Whitfield Street) and at the ground floor (accessed via Charlotte Street).

The focus of the proposed changes is to create a better relationship between the building and the public realm as well as to deliver a much-improved functioning work space.

## **3. Policy Assessment**

The Development Plan for the Site comprises the London Plan (2016), the Draft London Plan (July 2019) and the Camden Local Plan (2017), the Fitzrovia Area Action Plan (2014) and the Charlotte Street Conservation Area Appraisal and Management Plan (2008).

### *Retention of Office Use*

The existing floor area used for office purposes is being retained. The proposed development is consistent with Policy E1 and E2 of the Camden Local Plan which aim to maintain a stock of premises that are suitable for a wide variety of business activities. The proposed development would bring a currently vacant office building back into use. It will also upgrade the entire building to the relevant standards for office development, including improving the outdoor amenity spaces and providing new cycle parking facilities.

Having the site in use will have significant benefits to the surrounding area in terms of improving public realm and increasing economic development.

## *Design*

The overall design improvements to the building are consistent with the aims of Policy D1 of the Camden Local Plan. With regards to Policy D2, the proposed development will enhance the values and character of the conservation area.

## *Conservation Area*

The site is located within the Charlotte Street Conservation Area. Paragraph 7.9 of the Charlotte Street Conservation Area Appraisal and Management Plan notes that 31-37 Whitfield Street currently detracts from the overall appearance of the conservation area and that redevelopment may provide an opportunity for enhancement. The proposed changes to the entrances at both Whitfield Street and Charlotte Street aim to improve the overall public realm and to portray a clear and more logical entrance to the office building. The proposed improvements aim to enhance the character of the conservation area and improve the overall public realm at street level.

## *Biodiversity and open spaces*

Policy A3(f) of the Camden Local Plan aims to improve opportunities to experience nature, particularly in areas where green spaces are lacking. The proposed roof terraces will provide for additional green space/open space for the tenants of the buildings to enjoy. This space will have hard decking as well as a grass area which will improve the overall amenity of the roof top spaces. These two spaces will have screening to ensure that there is no impact on privacy to the nearby residential properties that back on to this site.

## *Noise and vibration*

New Plant is required to allow for the building to be used for its intended purposes. The attached Acoustic Assessment provides an assessment of the anticipated noise levels that should be complied with when the new plant is installed at roof level. It is anticipated that the new plant will be operated in accordance with the appropriate noise standards as outlined in Policy A3 of the Camden Local Plan to ensure that the noise generated from the development is acceptable.

## *Transport*

Policy T1 of the Camden Local Plan promotes cycling as the preferred means of transport. The London Plan also requires 1 cycle space per 90m<sup>2</sup> plus visitor parking for B1 uses within inner city London. The new facilities will be provided in accordance with the required policy.

Overall, it is considered that the proposed development is consistent with the Local Plan and the London Plan in terms of providing cycle storage.

## *Amenity*

Policy A1 of the Camden Local Plan seeks to protect the amenity of Camden by ensuring that the impact of the development is fully considered. The terraces have been developed to ensure that the impact on privacy on the surrounding residents along Scala Street and Goodge Street is managed appropriately.

#### **4. Pre-application advice**

Pre-application advice was received from Mr Patrick Marfleet, Senior Planning Officer on 21 October 2019. The recommendations suggested by Mr Marfleet have been addressed within the final design of the proposed development.

The details of these changes are outlined within the Design and Access Statement submitted with this letter.

#### **5. Engagement with the Charlotte Street Conservation Committee**

A meeting with representatives from the Charlotte Street Conservation Area Advisory Committee (CSCAAC) was held on the 12<sup>th</sup> of December 2019 at the site. A summary of the matters raised by CSCAAC is contained within the Design and Access Statement.

#### **6. Conclusion**

The proposed alterations to the existing building will allow for the office building to be used for its intended purposes, resulting in positive effects on the surrounding environment. The proposed development will not have an adverse impact on the values and character of the conservation area, rather the proposed changes will help enhance the appearance of the area.

The proposed development is assessed to be consistent with the policies of the relevant Development Plan for this site.

We trust that you have sufficient information to enable the validation and consideration of the application. If you require anything further or wish to discuss then please do not hesitate to contact Claire Booth or Tom Sweetman at this office.

Yours sincerely,



**DP9 LTD.**