

Application ref: 2018/2038/PRE
Contact: Gavin Sexton
Tel: 020 7974 3231
Date: 23rd September 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

DP9
100 Pall Mall
LONDON
SW1Y 5NQ
United Kingdom

Re: Network building, 95-100 Tottenham Court Road, and former Day Hospital Site, Tottenham Mews.

Strategic Panel on Emerging Planning Proposals, held on 9th September 2019.

Members present:

- Cllr Danny Beales, Cabinet Member for Investing in Communities (Chair)
 - Cllr Georgia Gould, Leader of the Council
 - Cllr Adam Harrison, Cabinet Member for Improving Camden's Environment
 - Cllr Heather Johnson, Chair Planning Committee
 - Roger Freeman, Heritage Champion
-

Dear Jim Pool

Thank you for presenting at the September Strategic Panel, I hope you found it a useful opportunity to share your proposals with Members. This letter contains a summary of the views of the Panel. These are informal views and are not binding on the Council.

The Network Building occupies a prominent site in Fitzrovia and we support the principle of its re-development where it brings wider public benefits alongside your commercial priorities.

Both development sites fall within an area where the need for more housing and open space are key priorities for the local communities and for the benefit of all those who work in and visit the area. Your proposals should deliver tangible benefits which make a real difference to local people's quality of life, in particular genuinely affordable homes, affordable workspace and access to improved public realm and open space, whilst delivering sustainable buildings which respond positively to their context.

We are determined to ensure that everyone in Camden should have a place they call home and we expect to see housing maximised in the development. Our first preference is usually to provide the housing on site, however we may also support a two site approach where it responds to Camden's housing targets with a significant housing component. Given the limited development capacity of the Mews site, our priority is for the proposals to

maximise the opportunity to provide housing at London Affordable Rents, including crucially homes for families. Our expectation is that all the homes provided on the mews should be at London Affordable Rents or at the least all the additional homes. Every effort should be made to do this including:

- exploration of using the policy shortfall payment-in-lieu to top up the on-site affordable provision. Given the difficulties of spending off-lieu payments south of the Euston Road we would rather this money help maximise the delivery of homes at London Affordable Rent on the mews.
- Exploring the potential for the Whitfield flats to be moved elsewhere within the Derwent land portfolio.
- Early involvement of a registered provider in the development of the affordable housing offer.

Based on the current two options, the scenario which keeps the market flats on Whitfield Street delivers the most housing at London Affordable Rents and would therefore appear to bring the most public benefit. However the limited benefits from the relatively small number of genuinely affordable new homes on the Mews site, and the absence of an affordable workspace proposition are not sufficient to balance the harm from the relocation of the market homes and the loss of public space in Cypress Place.

We understand that the future tenant for the Network Building has not been identified and a range of commercial occupiers are being considered. In the event that Knowledge Quarter uses are proposed we would expect to see the design and specification of the building tailored to complement the key knowledge economy activities identified in the Science & Innovation Audit. The Council can work with you to provide further advice on this area if you wish. It would be good, but not essential, to have the tenant on board at the time of any planning application.

We are concerned to ensure that major developments contribute to making places where no one is left behind and everyone has a chance to succeed. We would therefore expect a strong employment, skills and business support package including a meaningful element of affordable workspace. In addition to a proportion of the commercial uplift on the Network Building site being provided as affordable workspace we would encourage you to explore maximising options for affordable workspace as the priority use within the lower levels of Tottenham Mews rather than focusing solely on healthcare facilities.

Fitzrovia is acknowledged as having a deficit of good quality public open space. The West End Project (WEP) is leading the way in delivering excellent public realm in the wider area and any major new project on the Network Building site will need to complement and increase the benefits of the WEP. We expect proposals to be ambitious and we are keen to understand how the environments of Howland Street and Whitfield Street could be made greener and better for pedestrians. We encourage you to work further with the Council's transport and highways teams to explore further options.

I hope you find these comments useful. Thank you once again for your time.

Yours sincerely

Gavin Sexton
Principal Planner
Planning Solutions Team.