



JANUARY 2022

Planning Statement

Endeavour House, 189 Shaftesbury Avenue, London,
WC2H 8JR

Iceni Projects Limited on behalf of
Luck Generator Limited

January 2022

ICENI PROJECTS LIMITED
ON BEHALF OF LUCK
GENERATOR LIMITED

Iceni Projects

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH
Edinburgh: 11 Alva Street, Edinburgh, EH2 4PH
Glasgow: 177 West George Street, Glasgow, G2 2LB
Manchester: This is the Space, 68 Quay Street, Manchester, M3 3EJ

t: 020 3640 8508 | w: iceniprojects.com | e: mail@iceniprojects.com
linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: @iceniprojects

Planning Statement
ENDEAVOUR HOUSE, 189 SHAFTESBURY AVENUE,
LONDON, WC2H 8JR

CONTENTS

1.	INTRODUCTION	1
2.	THE SITE AND SURROUNDING AREA	3
3.	RELEVANT PLANNING HISTORY	5
4.	THE PROPOSED DEVELOPMENT	6
5.	PLANNING POLICY CONSIDERATIONS	7
6.	CONCLUSION	11

1. INTRODUCTION

1.1 This Planning Statement is submitted to the London Borough of Camden ('the Council') on behalf of Luck Generator Limited ('the Applicant') in support of an application for full planning permission and advertisement consent at Endeavour House, 189 Shaftesbury Avenue, London, WC2H 8JR ('the Site').

1.2 This application seeks full planning permission and advertisement consent for:

External alterations to front entrance on ground and first floor level, together with the installation of new signage.

1.3 This Planning Statement has been prepared by Icen Projects Ltd and provides the planning case in support of the proposed development. It assesses the development in the context of relevant adopted and emerging planning policy and guidance at national, regional and local level, together with other material considerations.

Development objectives and visions

1.4 The existing building at Endeavour House is in use as retail and office entrances on ground floor, and office use on remaining floors above.

1.5 The vision for Endeavour House is to alter the front elevation to create a modern façade that is more legible and inviting at street level. The proposals are part of the applicants ongoing investment in the commercial office space within the existing building to help encourage workers back to the office following the COVID-19 pandemic.

1.6 The Applicant is delighted to submit this planning application to the Council and looks forward to working with officers throughout the assessment and determination of the planning application.

The Submission

1.7 This Planning Statement should be read in conjunction with the other documents submitted in support of this planning application. These documents comprise:

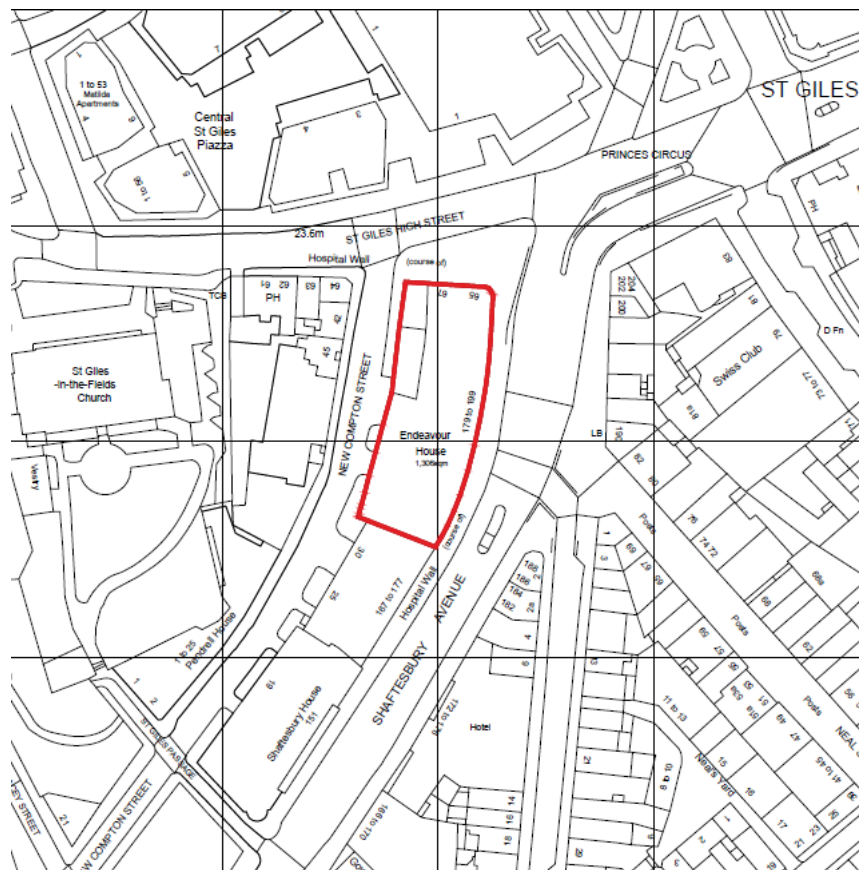
- Planning Application Forms and Certificate of Ownership, prepared by Icen Projects

-
- Planning Statement, prepared by Icen Projects
 - CIL Form, prepared by Icen Projects
 - Site Location Plan, prepared by Thirdway Interiors
 - Proposed and existing floorplans and elevations, prepared by Thirdway Interiors
 - Design and Access Statement, prepared by Thirdway Interiors

2. THE SITE AND SURROUNDING AREA

- 2.1 Endeavour House is situated in Holborn and Covent Garden Ward within the administrative boundary of the London Borough of Camden. The existing building was constructed in 1940's as an office building and is currently in use as retail space on ground floor level with office space above.
- 2.2 The site contains an existing 9-storey commercial building which forms a long frontage along Shaftesbury Avenue.
- 2.3 The site has an approximate area of 1,306 sqm and a Site Location Plan is provided at Figure 2.1.

Figure 2.1. Site Location Plan



- 2.4 The site does not contain any statutory or locally listed buildings and is not located within any conservation areas. The site is located opposite the Seven Dials Estate Conservation area to the east and the Denmark Street Conservation Area to the west.
- 2.5 In terms of planning designations, the site is located within London's Central Activities Zone (CAZ).

2.6 The site also benefits from a public transport accessibility level (PTAL) of 6b, indicating excellent access to public transport. Tottenham Court Road Station is within 250 m of the site and multiple bus stops located on St Giles High Street to the north.

3. RELEVANT PLANNING HISTORY

Planning History

- 3.1 Table 3.1. below details the planning history identified for the Site. Previous planning applications have made minor alterations to the upper floors of the existing building and refer to retail use of the building.
- 3.2 As the planning history indicates, the building entrance has not been previously altered. For this reason, the existing entrance is no longer considered by the design team to complement the existing building and street scene. Consequently, the application seeks to improve the appearance of the building on ground floor level.

LPA Reference	Proposal	Decision
2015/3681/P	Creation of external roof terraces with associated balustrades at 7th and 8th floor levels along New Compton Street elevation.	Approved 08-07-2015
2008/0588/P	Installation of one replacement air conditioning unit at roof level.	Approve 19-02-2008
PS9704269RR1	Change of use from the lawful use as showrooms (Class A1) to dual use of part of the ground floor and basement for use as either restaurant use (and no other use within Class A3) or retail use (Class A1)	Approved 09-06-1997

4. THE PROPOSED DEVELOPMENT

4.1 The development proposals for Endeavour House comprise of:

- Installation of equitone cladding to the front façade at ground and first floor level with surrounding illumination
- Changes to the existing doors from revolving to sliding doors. These external alterations would complement internal refurbishment of the building.
- Provision of 2 No. building identification signs to front entrance

4.2 The proposed development has sought to achieve the following principal development objectives:

- Retain and optimise the existing building, securing the long-term viable future use for Endeavour House
- Aid in the delivery of new modern office floorspace that responds to the market needs
- Enhance the streetscape through the delivery of excellent architecture and the use of high-quality materials.
- Improve the legibility of the office entrance through building identification signage and lighting.

Description of Development

4.3 The proposed description of development is as follows:

External alterations to front entrance on ground and first floor level, together with the installation of new signage.

5. PLANNING POLICY CONSIDERATIONS

5.1 This section of the Planning Statement defines the Development Plan and assesses the proposed development against the relevant adopted and emerging planning policy and guidance at national, regional and local level.

The Development Plan

5.2 The statutory development plan for the proposed development consists of:

- The London Plan (2021)
- Camden Local Plan (2017)

5.3 Camden Council also have a number of supplementary planning documents/guidance (SPDs/SPDGs) which form material considerations for this application.

5.4 The updated National Planning Policy Framework (NPPF) was published in July 2021 and sets out the Government's economic, environmental and social planning policies. The NPPF outlines a presumption in favour of sustainable development as being at the heart of the planning system.

5.5 The National Planning Policy Guidance (NPPG) is a web-based resource that was published on 6 March 2014 and provides information and guidance on planning. The NPPF and NPPG form material considerations in the determination of the application.

5.6 The new London Plan 2021 was adopted in March and provides information and guidance on planning for London. It sets out the vision of a more 'design-led' planning process and holds material weight in the determination of this planning application.

5.7 Camden Local Plan 2017 sets out the vision for the Borough in delivering the objectives of creating the conditions for harnessing the benefits of economic growth, reducing inequality and securing sustainable neighbourhoods. The plan responds to the Boroughs changing circumstances and unique characteristics and holds material weight in the planning application process.

Principle of Development

5.8 The site is currently in use for office purposes on upper floors with planned internal configurations to improve current provisions. The proposals would be delivered to complement these improvements.

-
- 5.9 London Plan Policy E1 'Offices' states that improvements to the quality, flexibility and adaptability of office space of different sizes (for micro, small, medium-sized and larger enterprises) should be supported by new office provision refurbishment.
- 5.10 The site is located within London's CAZ and adjacent the Tottenham Court Road growth area which seeks to deliver significant provision of offices and other employment opportunities. Policy E1 (Economic Development) of the Camden Local Plan 2017 looks to secure a successful and inclusive economy by creating conditions for economic growth. This is supported by safeguarding existing stock of premises for a variety of businesses.
- 5.11 The Employment Sites and Business Premises SPG (2021) also highlights the importance of protecting existing office stocks that meet the needs of businesses and employers whilst ensuring Camden offers a range of types of sizes of employment space.

Design and Heritage

- 5.12 Paragraph 126 of the NPPF states the creation of high-quality buildings and places is fundamental to what planning and development should achieve. It acknowledges that good design is a key aspect of sustainable development.
- 5.13 Paragraph 130 states that great weight should be given to developments that help raise the standard of design more generally in an area.
- 5.14 Good design is a central objective of the London Plan (2021). This is set out within Policy D3, which identifies form and layout, experience and quality and character as key drivers of the design-led approach. Policy D4 outlines that new development should deliver high quality design and place-making.
- 5.15 Policy D1 of Camden Local Plan (2017) states that all development needs to, amongst others, respect local character, be sustainable in design, comprise high quality materials, minimise crime and be inclusive and accessible for all.
- 5.16 Policy D4 (Advertisements) of the Camden Local Plan (2017) and Advertisements SPG (2018) requires advertisements preserve or enhance the character of their setting and host building. They must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.
- 5.17 The Design SPG (2021) further highlights the importance of design to contribute to the Boroughs sense of place and secure a high-quality environment. Development should respond positively and

sensitively to the existing context and should also enable passive surveillance. Materials should be used that respect the character and architectural integrity of existing buildings.

- 5.18 The external alterations to the front elevation would improve the visual appearance from Shaftesbury Avenue. The existing entrance facade, which spans over ground and first floor level, would be improved with equitone cladding.
- 5.19 At present, the existing building does not have a standout entrance and the improvements to the facade would help to deliver this, whilst remaining in keeping with the material palette of the existing building. As the proposal would not be introducing alien features into the street scene, it is considered that there would be an improvement to the existing street scene and therefore, the adjacent conservation areas.
- 5.20 The provision of illuminated signage would help to improve the legibility of the entrance by allowing for easy identification. This improved lighting, combined with the changes to the revolving doors to a flush and more open entrance, would also improve passive surveillance of Shaftesbury Avenue during both the day and night. For these reasons, the development is considered to comply with the Policy D1 and D4 of the Local Plan as well as the Design SPG.

Accessibility

- 5.21 Policy D5 of the London Plan requires all new development to achieve the highest standards of accessible and inclusive design and meet the changing needs of the population over their lifetimes. Policy D1 of the Camden Local Plan as well as the Access for all SPG (2019) states that alterations to existing buildings should take the opportunity to improve access for all and should be designed to appear fully accessible.
- 5.22 The legibility of the entrance to the building would be improved by creating improved signage to aid identification. As well as this, the alterations to the doors would allow for improved access opportunities compared to the current provision of revolving doors. The doors would remain flush with the pavement and would ensure the updated design takes the opportunity to ensure accessibility for all.

Energy and Sustainability

- 5.23 A key objective of the development must improve the overall sustainability and energy levels of the building. The design has sought to align with the sustainability objectives set out within the London Plan (2021) and Camden Local Plan (2017)

-
- 5.24 One of the key benefits of the proposals is the retention and extension of the existing building, rather than a complete redevelopment. This would ensure the embodied carbon in the building would be retained and the building fabric enhanced to achieve a more energy efficient, sustainable building
- 5.25 Retaining and refurbishing the building would also see issues associated with construction management minimised.

Signage

- 5.26 The proposed development would also introduce new building identification signage associated with the improvements to the ground floor office entrance. The signage has been designed to be discreet and compliment the improvements at ground floor level. Combined with the other proposed improvements to the façade, it would allow for easy identification of the building from the street scene.
- 5.27 Detailed information about the signage is located within the Design and Access Statement and within the submitted drawings.

6. CONCLUSION

6.1 This Planning Statement is submitted to the London Borough of Camden for the development at Endeavour House, 189 Shaftesbury Avenue, London, WC2H 8JR for:

External alterations to front entrance on ground and first floor level, together with the installation of new signage.

6.2 The development proposals for Endeavour House comprise of:

- Installation of equitone cladding to the front façade at ground and first floor level with surrounding illumination
- Changes to the existing doors from revolving to sliding doors. These external alterations would complement internal refurbishment of the building.
- Provision of 2 No. building identification signs to front entrance

6.3 The proposals would allow the building to be improved to meet modern day sustainability and office standards.

6.4 The proposed development has been sensitively designed to respect and enhance the surrounding conservation areas. The design of the proposals would provide a betterment to the existing street scene and would respect the design of the existing building.

6.5 The proposed development has sought to achieve the following principal development objectives:

- Retain and optimise the existing building, securing the long-term viable future use for Endeavour House
- Aid in the delivery of new modern office floorspace that responds to the market needs
- Enhance the streetscape through the delivery of excellent architecture and the use of high-quality materials.

-
- Improve the legibility of the office entrance through building identification signage and lighting.

6.6 Overall, the proposed development is considered to constitute sustainable development that complies with the relevant development policies of the development plan. It is therefore considered that the development should be supported, and planning permission and advertisement consent granted.