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**Q+A Planning**  
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25 Dale Street  
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Camden Council,  
Planning - Development Control,  
Camden Town Hall,  
London,  
WC1H 8ND

Dear Sir/ Madam,

**RE: PP-13093194 –72-74 Lambs Conduit Street, London WC1N 3LP,.**

On behalf of our the applicant- The Governing Body of Rugby School C/o Tandem Property Asset Management LLP, we have pleasure in submitting the enclosed application for the alterations to the shopfront at the above address.

The application is accompanied by the following plans and drawings:

- Site location plan – @1:1250
- Existing elevation – 24325-3010
- Proposed elevation – 24325-0320

#### **Site Description**

The application site comprises the ground floor at 72-78 Lamb's Conduit Street and is located on the eastern side of the northern end of Lamb's Conduit Street.

Directly above there are 4 storeys of apartments within 'Spens House'. Neighbouring uses mainly fall within Use Class E and comprise cafés, restaurants and shops. Opposite the site is the Octav Botnar wing of Great Ormand Street Hospital.

The application relates solely to the alterations to the shopfront to provide the potential for a split of uses.

The existing shopfront currently consists of 3 window bays, one with ATM machine, and a 4<sup>th</sup> bay comprising a recessed doorway. The ground floor shopfront is separated from the apartments above by a canopy band which projects approximately 1.5m. The canopy band is structurally integral to the building.

#### **The proposed development**

This application seeks the relevant consent to allow for modest alterations to the existing shopfront in order to upgrade and enhance the appearance of the building. A key objective of the proposed works is to provide a clean, and visually pleasing composition for the shopfront.

In summary the new windows will be provided which will be black framed. Within the shopfront, two new entrance doors are proposed- highlighted on the accompanying drawings and entrance A and entrance B. The existing recessed entrance will be brought forward, in line with the existing shopfront.

The existing, mosaic tiles on the columns and stall risers will be removed and these will be painted a neutral colour.

It is proposed to remove the ATM and the existing recessed entrance to the unit will be brought forward, in line with the existing shopfront and will provide glazing and a second entrance.

A signage zone will be provided above the glazing, below the canopy.

At upper level, it is proposed to redecorate and enhance the canopy band and provide new lighting and signage.

The existing paving and lighting will be cleaned and repaired as necessary.

#### Planning History

Relevant planning history is limited but the following applications were displayed on the Council's online record.

Application Ref.	Description	Date & Decision
2013/1232/P	Installation of an automated teller machine (ATM).	Approved 29/05/13
2013/1688/A	Display of internally illuminated sign on ATM	Approved 29/05/13

#### Policy Position

The development plan for the area comprises the Camden Local Plan 2017.

The Council's proposals map designates the site as falling within a defined Neighbourhood Centre and the Bloomsbury Conservation Area, Sub Area 11.

Policy D3 – Shopfronts. This requires a high standard of design in new and altered shopfronts. When determining proposals for new shopfronts the Council will consider:

- the design of the shopfront or feature, including its details and materials;
- the existing character, architectural and historic merit and design of the
- building and its shopfront;
- the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- the general characteristics of shopfronts in the area;

- community safety and the contribution made by shopfronts to natural surveillance; and
- the degree of accessibility.

Policy D2 - Conservation Areas. With regard to development proposals within conservation areas, the Council will:

- require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
- resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
- resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and

#### **Planning and Heritage Assessment**

The proposals aim to enhance an existing modern shopfront and canopy to provide a cleaner and more appealing shopfront which will complement and enhance the conservation area.

The key planning considerations in respect of this application relate to the impact the proposed external alterations to the shopfront will have on the character and appearance of the host building and the designated conservation area.

The Bloomsbury Conservation Area Appraisal provides a list of 'Shopfronts of Merit'. Notably 72-84 Lamb's Conduit Street is not included in the list.

Bloomsbury is noted for its formally planned arrangement of streets and the contrasting leafy squares. The quintessential character of the Conservation Area derives from the grid of streets enclosed by mainly three and four storey development which has a distinctly urban character of broad streets interspersed by formal squares which provide landscape dominated focal points. The predominant architectural styles of the Conservation Area are classically derived, regardless of period or building type.

The Appraisal notes that *"Where later 19th and 20th century buildings have larger footprints, they generally provide continuous frontages and respect the historic streetscape"*.

Lamb's Conduit Street is recognised in the area as a Mixed Use Street which comprises a large number of 18th and early 19th century brick townhouses, three to four storeys in height, often with shops at ground-floor level. The street has historically been popular for its active frontages and mix of tenures and boutique businesses at ground floor level.

The relevant policies cited earlier and the Bloomsbury Conservation Area Appraisal, acknowledge that a well designed shopfront adds greatly to the attractiveness of a shopping area.

The proposal will result in an enhancement of the appearance and character of the application building and the surrounding area. The proposals compliment the conservation area and do not undermine the character of the building. There are no implications to the long views along, into and out of Lamb's Conduit Street and the wider conservation area from the proposals.

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The use of awnings is established along Lamb's Conduit Street, and it is considered that the retention and redecoration of the existing canopy, with new signage and lighting is entirely appropriate in this context.

The design changes are modest in nature and are in keeping with the surrounding shopfronts and materials palette. The proposals are therefore considered to be in keeping with local plan policies D2 and D3.

**Summary**

In conclusion, we consider the proposals put forward in this application are entirely appropriate to the significance of the site within Bloomsbury Conservation Area and represent a significant investment to the building.

The proposals are in compliance with the Council's policies and guidance on design and conservation area management with the overall design using high quality materials.

We trust that you have all the information you require to determine the application but please do contact me if you require anything further.

Yours sincerely,



**Emma Whitney**  
**Principal Planner**

For and on behalf of  
**Q+A Planning Ltd**