

11 FITZROY SQUARE

PLANNING STATEMENT

IN SUPPORT OF PROPOSED DEVELOPMENT

for

Mr Richard Greer

January 2013

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1.0 INTRODUCTION

- 1.1 This Planning Statement has been prepared on behalf of Consort London in support of an application for Planning Permission and Listed Building Consent at 11 Fitzroy Square for internal and external alterations and a rear infill extension at lower ground and ground floor levels. The site is located in the Bloomsbury Ward of the London Borough of Camden.
- 1.2 The application proposal involves:
- **Planning Permission and Listed Building Consent** *‘The creation of a rear infill extension at lower ground and ground floor levels. Internal and external alterations and other works incidental to the application.’*
- 1.3 The proposal has been designed by award winning architects Carmody Groarke in consultation with expert historic buildings advisors Julian Harrap architects.
- 1.4 The proposed development has been informed by extensive discussions with Planning and Design/Conservation officers at the London Borough of Camden and English Heritage during the period June to November 2012.
- 1.5 This statement has been prepared by DP9 Planning Consultants and provides the planning case in support of the proposed development. It assesses the development in the context of planning policy and guidance at the national, regional and local levels.
- 1.6 This Planning Statement should be read in conjunction with the other supporting information submitted in support of the applications which comprises:
1. Application forms, ownership certificates and notices (January 2013)
 2. Site location plan (January 2013)
 3. Plans and drawings prepared by Carmody Groarke Architects (January 2013)
 4. Design & Access Statement prepared by Carmody Groarke Architects (January 2013)
 5. Planning Statement prepared by DP9 (January 2013)
 6. Historic Building Impact Assessment and Statement of Significance prepared by Julian Harrap (January 2013)
 7. Acoustics Report prepared by Emtec (January 2013)
 8. Arboricultural letter prepared by Landmark Trees (December 2012)

9. Structural Report and schedule of works prepared by Price & Myers (December 2012)
10. Daylight and Sunlight letter prepared by Anstey Horne (January 2013)

1.7 The report is structured as follows:-

- Section 2: Site and Surrounding Area – describes the location, character and physical features of the site;
- Section 3: Development Proposals – describes the application proposal;
- Section 4: Planning Policy Assessment – assesses the proposals against the provisions of the Development Plan and other planning policy; and
- Section 5: Conclusions – summarises the proposals.

1.8 The following section of this Statement provides a detailed description of the proposal site and the surrounding area.

2.0 SITE & SURROUNDING AREA

The Site

- 2.1 The site is situated on the northern side and the eastern end of Fitzroy Square in the Bloomsbury Ward of the London Borough of Camden. The site comprises a Regency townhouse and forms part of a grade II* listed terrace. The building is set out over lower ground, ground and four upper storeys.
- 2.2 The listing description for the site states *‘Entrance to No.11 on the Fitzroy Street return; to No.19 on the Conway Street return. Round-arched ground floor openings linked by impost bands. Doorways with pilaster-jambs carrying cornice-heads; fanlights and panelled doors. Sash windows in shallow, plain stucco recesses. Upper storeys with square-headed, recessed sashes. Continuous cast-iron balconies at 1st floor level. Plain 2nd floor sill band. Main cornice with enriched frieze at 3rd floor level. Cornice above attic floor with blocking course. Return to No.11 with plain stucco ground floor, prostyle portico with Doric entablature, round-arched doorway with panelled double doors and round-arched windows on each side. Upper floors brick with 4 windows, blind except for those directly above the portico. 2 storey, single window extension.’*
- 2.3 The Fitzroy Square elevation of the building has retained its original appearance. The Fitzroy Street elevation has been altered over the years including the addition of unsightly downpipes and the replacement of original square chimney pots with modern circular terracotta chimney pots.
- 2.4 The building comprises a rear annexe which is a later addition. The rear annexe has been significantly altered since it was originally built, including the addition of a two storey extension. The Fitzroy Street elevation comprises a number of irregular sized and shaped windows in contrast to the more formal arrangements on the Fitzroy Square elevation of the building. The existing mansard roof also comprises a later addition.
- 2.5 The lower ground floor level contains a kitchen along with a number of informal living spaces, a guest bedroom and storage. There are a number of vaults at lower ground floor level which extend under the street and are accessible from an external lightwell.

- 2.6 At ground floor level the primary living space faces south onto Fitzroy Square and has three large sash windows, the secondary living space connects directly to this and has one large sash window to the rear (north). Although the original plan form and layout at ground floor level has been retained, many of the original design features have been altered or removed.
- 2.7 At first floor level there is a drawing room which fronts onto Fitzroy Square along with an ante room to the rear. The original plan form and layout has been retained although, again, a number of the original features have been replaced or removed. At second floor level is a master bedroom suite. The original plan form has been altered to combine the bedroom with the adjoining ante room. There is also a dressing room and an en suite bathroom at this level. The third floor level comprises a bedroom, a further bedroom/study and a bathroom.
- 2.8 The fourth floor level is contained within the mansard roof. There are two bedrooms and a shower room at this level.

Surrounding Area

- 2.9 The Fitzroy Square Conservation Area Appraisal and Management Strategy outlines that the area was originally developed as a fashionable residential district, with ancillary uses in the surrounding streets. The area's changing fortunes and diminishing status as a residential area during the later nineteenth century led to the creation of a mix of uses and the subdivision of large, single family homes into offices, flats, shops and small-scale commercial uses. Today the area retains a broad mix of residential uses, generally small-scale businesses and independent retail premises. There is a significant amount of residential accommodation on the upper floors of the buildings on Fitzroy Square which contributes to the levels of activity and sense of community within the area.
- 2.10 The slightly later northern (in which the site is located) and western terraces are described in the Fitzroy Square Conservation Area Appraisal and Management Strategy as having a plainer elevational treatment and sharing similar common details such as the rusticated ground floor, arched ground floor openings and decorative railing at first floor level. .

- 2.11 Please refer to the accompanying Design and Access Statement prepared by Carmody Groarke Architects and Historic Building Impact Assessment prepared by Julian Harrap for further detail in this regard.

Accessibility

- 2.12 The site is highly accessible with a Public Transport Accessibility Level (PTAL) rating of 6b. It is located within easy walking distance of Warren Street, Euston Square, Great Portland Street and Regents Park London underground stations. There are several London bus routes serving the locality which are accessible from Euston Road and Tottenham Court Road.

Heritage Context

- 2.13 The site is located within the Fitzroy Square Conservation Area, and forms part of a Grade II* listed terrace of regency townhouses.

Planning History

- 2.14 Planning permission and listed building consent was refused in 1996 for the creation of a roof terrace to the rear addition building with a glazed structure over a new stair link.
- 2.15 Planning permission was granted in 1988 for redevelopment by erection of a basement and two storey building comprising office use in the basement office and integral garage use on the ground floor and a self contained residential unit on the first floor.
- 2.16 Planning permission was refused in 1979 for the formation of (1) additional storey to rear wing for use as office and (2) elevational changes to basement/ground floor of the rear wing.

Consultation

- 2.17 An extensive programme of consultation has been undertaken during the development of the proposed scheme. This has included pre-application meetings and discussions with officers at the London Borough of Camden and English Heritage and the Bloomsbury Conservation Area Advisory Committee.
- 2.18 A meeting and site visit was held with officers at the London Borough of Camden in June 2012 to discuss the proposals, which at that time also comprised the re-building

- of the existing mansard roof. The proposals were also issued to English Heritage for comment.
- 2.19 English Heritage issued its advice letter on 26 July 2012. With regard to the proposals to re-build the mansard roof English Heritage confirms in its letter that *‘given the existing alterations we would consider there is the opportunity to improve the current awkward configuration with the rear roof form.’*
- 2.20 With regard to the proposals for the rear infill extension at ground and first floor levels English Heritage confirm that *‘Given the loss of the former garden and compromised deep rear yard we would not object to the proposal to reconfigure this space and introduce access at ground floor level, subject to retention of the historic shutter boxes and joinery and an appropriately designed doorway that preserves the sense of the historic plan form. We would however consider that it is desirable to preserve a greater sense of the courtyard as external space through greater retention of the wall to the annexe wing. We would therefore consider that the wall to the annexe should be designed to enable the former outside space to retain this sense of separation. We do not have any issues in respect of the internal alterations to the annexe which appears to have been extensively altered.’*
- 2.21 English Heritage also refers to the proposals to create a new window on the Fitzroy Street elevation at first floor level in the letter and confirm *‘a recessed timber window of appropriate quality and design would preserve the character of the conservation area.’*
- 2.22 An email was issued by the London Borough of Camden on 7 August 2012 which commented on the design of the proposed rear infill extension and the proposed roof level alterations. Therefore, it was agreed that a further meeting was required with officers from both English Heritage and the London Borough of Camden to agree the design of the scheme in principle.
- 2.23 A meeting was held with officers from the London Borough of Camden and English Heritage on 3 October 2012.
- 2.24 English Heritage issued its advice letter on 5 October 2012. In the letter it is confirmed that *‘the proposals have undergone further positive refinement, introducing a smaller lift and retention of more of the existing wall between the*

kitchen and the proposed covered courtyard. The proposals to cover the courtyard with a lightweight glass structure make best use of the already heavily compromised former garden space. The proposed rear door design at ground level successfully resolves the connection to the glazed courtyard. The concentration of the kitchen and services areas in the less significant rear wing is beneficial, enabling the more significant rooms within the main house to better retain their historic character.'

- 2.25 With regard to the proposals at roof level, English Heritage confirmed that *'the existing rear roof extension rises behind the lower front roof in an awkward pyramid shaped structure visible in views from the south east corner of the square. This is incongruous and must be considered to be detrimental to the appearance of the terrace. The opportunity to remove this and reconfigure the roof with a lower, horizontal, roof line would therefore be beneficial. However, the loss of the front pitched roof must be considered to cause some harm to the historic integrity of the building, although this is noted to be already altered and in poor condition. It is therefore necessary to consider the potential loss of historic fabric against the opportunity to improve the longer views of the building, improve the relationship with the chimneys on the eastern façade, and design out the awkward rainwater configuration by removing the internal gutter. Subject to visual evidence that the proposed roof design does not appear overtly dominant and achieves these benefits I would consider that, on balance, the proposals would not harm the heritage values of the place and would be acceptable.'* The letter concludes that English Heritage *'remain happy with the proposals and do not need to be consulted again prior to submission of the application.'*

- 2.26 The London Borough of Camden issued its pre-application advice letter on 20 November 2012. Officers confirm in the letter that *'the proposed rear extension would not be visible from the street views as it would be screened by the adjoining extensions and buildings therefore it would not affect the appearance of the wider conservation area. Its impact on the historic form is considered to be minimal.'* It is also confirmed that *'Details of the new window should follow the existing sash window adjacent in terms of its size, glazing bar detailing, heads, cills and positioning (the new window should line up with the existing adjacent sash window). Subject to appropriate detailing this is considered to be acceptable in principle.'*

- 2.27 Officers confirm at basement level *‘the retention of the flank wall of the historic rear extension is welcome. Other modest changes to the floor plan are considered acceptable subject to the detailed design of the infill between the rear room and the spa area.’* With regard to the proposals at ground floor level it is confirmed that *‘The glazing over of the courtyard at this level is, in the context of the retained flank wall, now considered acceptable. The creation of an opening, rather than the complete removal of masonry, in the flank wall through to the kitchen which leaves a clear indication of the historic layout is welcome.’*
- 2.28 At first floor level it is confirmed that *‘the removal of the floor to the rear extension to create a double height space is also considered acceptable.’* Officers confirm at second floor level the re-positioning of the partition in the rear bathroom is not contentious and at third floor level *‘the proposed rooflight and lift shaft lid should be flush with the roof and not be visible from the public domain.’*
- 2.29 Officers raised concerns with the proposed replacement mansard roof but confirm that the proposed reinstatement of the square chimney pots, stucco repairs, new cast iron downpipes and general decorations are considered acceptable.
- 2.30 In accordance with officers’ comments the proposed replacement mansard roof was subsequently omitted from the scheme prior to the submission of the application to the London Borough of Camden.

3.0 DEVELOPMENT PROPOSALS

The Proposals

- 3.1 The proposals have been designed in consultation with officers at the London Borough of Camden and English Heritage and are the product of pre-application discussions with them and the consultant team.
- 3.2 The application proposal is for Planning Permission and Listed Building Consent for internal and external alterations and a rear infill extension at ground and first floor levels.
- 3.3 A detailed description of the proposed development is provided in the accompanying Design and Access Statement and Historic Building Impact Assessment, which in addition provides a full analysis of the existing and proposed works to the building in the context of its existing Grade II* listed status.

Design

- 3.4 The design intention has been to reinstate the original features of the building whilst also providing light touch internal and external alterations and a rear infill extension at lower ground and ground floor levels to enhance and contribute to its long-term function as a family dwelling.
- 3.5 The proposals comprise the refurbishment and reinstatement of a number of the original features of the building, including the reparation of damaged cornicing, re-opening of original fireplaces and the sensitive replacement of modern fireplaces. The proposals comprise the replacement of the existing modern timber floors with a more appropriate hardwood floor. At lower ground floor level the original plan form will be reinstated through the re-provision of the spine wall between the existing kitchen and living room.
- 3.6 The unsightly infill conservatory roof at lower ground floor level, which comprises a later addition to the building, will be removed and replaced with a high quality glazed extension at lower ground and ground floor levels. The proposed extension will provide a contemporary lightweight partner to the listed building's classical weight and will enhance the character and appearance of the building. A gym, sauna and steam room will be provided at lower ground floor level and a kitchen will be provided at ground floor level.

- 3.7 The first floor level of the annexe will be removed under the proposals to create a double height kitchen at ground floor level which will be directly connected to the proposed extension. The glazed extension will connect the kitchen to the dining room at ground floor level. It is proposed to sensitively convert the existing rear sash window at ground floor level into a door to provide access to the rear extension. In accordance with advice received from officers at the London Borough of Camden and English Heritage the significant features of the window, including the historic shutter boxes and joinery, will be retained and reused to create the door.
- 3.8 A lift is proposed in the rear annexe to provide access to the basement, ground floor and first floor half landing levels. The proposed lift will be positioned to minimise disruption and impact to the most significant historic spaces in the house. The lift shaft will abut the external wall of the main house and will be structurally isolated from the existing fabric. The proposed lift will significantly improve the inclusivity of the building which is set out over six floors.
- 3.9 A small terrace will be provided at first floor level of the infill extension which will be accessed from the large sash window in the reception room. The sash window will be retained as the window cill is a single step up from the proposed terrace and therefore will provide adequate access.
- 3.10 A new sash window is proposed on the rear annexe at first floor level on the Fitzroy Street elevation. In accordance with advice received from officers at the London Borough of Camden and English Heritage the detailing of the proposed sash window will match the adjacent existing sash window.
- 3.11 High quality materials will be used throughout to maintain the warmth and texture in a manner appropriate to the listed building and the Fitzroy Square Conservation Area. For further detail in this regard please refer to the Design and Access Statement prepared by Carmody Groarke.
- 3.12 The Design and Access Statement provides an in-depth discussion and rationale behind the architectural approach and how this has evolved following pre-application meetings and discussions with officers at the London Borough of Camden and English Heritage.

Conservation

- 3.13 The site is located within the Fitzroy Square Conservation Area and forms part of a grade II* listed regency terrace of townhouses.
- 3.14 The design has been developed in conjunction with Julian Harrap architects who have provided advice on the sensitive nature of the extension and alterations to the listed building and the relationship of the proposal with the surrounding heritage considerations. As demonstrated in the Historic Building Impact Assessment, it is anticipated that the proposals will conserve the most important elements of the Grade II* listed building, whilst undertaking sensitive alterations that will contribute to the long-term function of the site as a family dwelling. The overall impact of the proposal on the surrounding environment will be limited and the setting of the listed building and Conservation Area is preserved and enhanced.
- 3.15 The Conservation Area and all listed buildings in the vicinity of the site are detailed further within the Historic Building Impact Assessment prepared by Julian Harrap which accompanies the application.

Planning Benefits

- 3.16 The proposed development will deliver a number of clear planning benefits for the site and surrounding area.
- 3.17 The design of the new development draws from the character and context of the listed building and conservation area and will serve to enhance the visual quality of the site, whilst positively contributing to the character of the surrounding townscape.
- 3.18 In terms of land use, the proposed development will provide high quality residential floorspace in an existing residential building and will therefore contribute to the Council's policy priority of delivering residential floorspace in a predominantly residential area.
- 3.19 The proposed development will significantly enhance the inclusivity of the existing building through the provision of a small lift.
- 3.20 The proposed interventions are minor in nature and subservient to the original plan form, layout and features of the listed building. The proposed improvements to the

building will contribute towards it's long term sustainability and function as a family dwelling

- 3.21 In summary, the proposed development will provide a wide range of planning benefits. The proposal will conserve and enhance the listed building whilst providing a light touch extension which is subservient to the building and in keeping with character and context of the conservation area, providing a distinctive and positive contribution to the listed building and the conservation area.

4.0 PLANNING POLICY ASSESSMENT

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that any determination made under the Planning Acts should be in accordance with the Development Plan, unless material considerations indicate otherwise. In this instance the Development Plan for the area consists of the London Plan adopted in July 2011, and the London Borough of Camden Core Strategy and Development Plan Policies Documents (2010).
- 4.2 The Camden Core Strategy and Development Plan Policies Document were adopted in November 2010. The Proposed Submission Site Allocations Development Plan Document went out to consultation between 15 March and 1 May 2012 and has been submitted to the Secretary of State for independent examination which is expected mid 2013.
- 4.3 The National Planning Policy Framework (NPPF) (2011) was published on 27 March 2012 and supersedes previous national planning guidance setting out the Government's economic, environmental and social planning policies. The National Planning Policy Framework outlines a presumption in favour of sustainable development as being at the heart of the planning system.

Site Designations

- 4.4 The site is situated in the Central London Area and the Fitzroy Square Conservation Area as designated by the Local Development Framework Proposals Map (2010). The building is designated Grade II* listed.

Land Use

- 4.5 In accordance with the Council's policy priority of providing residential floorspace the proposal intends to refurbish the site for continued use as a family dwelling.

Design and Conservation

- 4.6 Paragraph 65 of the NPPF confirms that the '*Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.*' Paragraph 58 states that '*planning decisions should aim to ensure that developments;*

- *Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - *Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;*
 - *Respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
 - *Are visually attractive as a result of good architecture and appropriate landscaping.*
- The architects of the proposed development have taken account of all these factors in the design of the development.

- 4.7 At a regional level, good design is a central objective to the London Plan (2011). Policy 3.5 sets out the general design principles expected for housing developments in London. The policy seeks to ensure that proposals for housing developments are of the highest quality internally, externally and in relation to their context and to the wider environment.
- 4.8 Policy CS14 (Core Strategy) states that the Council will ensure that Camden's places and buildings are attractive, safe and easy to use by requiring development of the highest standard of design that respects local context and character.
- 4.9 Policy DP22 and DP24 of the Development Policies emphasise that design should be of a high standard, should respect its setting, improve spaces between buildings and public areas, have easily adaptable floorspace to changing economic and social requirements, be sustainable, provide high quality landscaping and seek to improve the attractiveness of the area. Design should respect existing building lines and plot sizes, existing natural features, quality of materials, make provision for visually interesting frontages at street level and have consideration of the impact on views and skylines.
- 4.10 The NPPF (paragraph 131) confirms that *'in determining planning applications, local planning authorities should take account of the desirability of sustaining and*

enhancing the significance of heritage assets and have regard to the desirability of new development making a positive contribution to local character and distinctiveness.’ Paragraph 137 outlines that ‘local planning authorities should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance.’

- 4.11 Policy CS14 of the Core Strategy seeks to preserve and enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas and listed buildings. Policy DP25 (b) of the Development Policies states that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. Policy DP25 (g) states that the Council will only grant consent for alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building.
- 4.12 Camden Planning Guidance 1 (CPG1) Design (2011) states that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. Paragraph 3.23 refers to listed buildings and states that the Council will expect original or historic features to be retained and repairs to be in matching materials. Paragraph 3.23 also states that proposals should seek to respond to the special historic and architectural constraints of the listed building, rather than significantly change them.
- 4.13 The scheme comprises high quality architecture which responds to local character and history. The proposal is therefore in accordance with the NPPF.
- 4.14 The proposed development will reinstate and refurbish many of the original features of the building and will therefore preserve and enhance its architectural and historic interest. The proposal will replace the unsightly lower ground infill conservatory, which comprises a later addition to the building, with a high quality glazed extension. The proposed extension will provide a lightweight addition to the classical weight of the building and will enhance the architectural interest of the building.
- 4.15 The proposals will contribute to the long term conservation of this Grade II* listed building. The proposed works will ensure that the building continues to contribute positively to local distinctiveness in a predominantly residential area.

- 4.16 It is considered that the proposed alterations and extension would not harm the listed building, its architectural integrity or the appearance and character of the conservation area. On the contrary, it is considered that the proposals will enhance the character and appearance of the listed building and conservation area in accordance with the London Borough of Camden's policy requirements. The accompanying Historic Building Impact Assessment provides a full analysis of the existing and proposed works in the context of the conservation area and existing Grade II* listed status.
- 4.17 A thorough analysis of the site and context has informed the design of the proposal, and this is set out in detail in the analysis of the scheme which is presented within the accompanying Design and Access Statement.
- 4.18 Overall, the proposed development maintains the highest standards of architectural quality and results in an improvement to the quality of the building. High quality materials will be used which respect the character, scale and hierarchy of the listed building and conservation area.

Amenity Issues

- 4.19 Development Policy DP26 states that the Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The policy outlines the following factors for consideration:
- visual privacy and overlooking;
 - overshadowing and outlook;
 - sunlight, daylight and artificial light levels;
 - noise and vibration levels;
 - odour, fumes and dust;
 - microclimate; and
 - the inclusion of appropriate attenuation measures.
- 4.20 The principles of internal organisation have taken consideration of outlook, orientation and recognition of privacy to adjoining properties into account.

- 4.21 There is a small obscured glazed window which serves a WC for no.12 Fitzroy Square and is located in the party wall facing onto the existing courtyard. The accompanying letter prepared by Anstey Horne confirms that as the window does not serve a habitable room, under the BRE guidance there is no requirement for a daylight/sunlight assessment of the proposals impact upon the room.
- 4.22 The proposals will not harm residential amenity in the area by virtue of overlooking. As stated above, whilst the proposed extension will be in close proximity to the WC window for no.12 Fitzroy Square, this window has obscured glazing and is blocked up and infrequently used. Therefore, in accordance with policy DP26, the quality of life of occupiers and neighbours and the level of residential amenity in the area will be retained under the proposals.

Accessibility and Inclusivity

- 4.23 Policy DP29 of the Development Policies states that the Council will expect all buildings and places to meet the highest practicable standards of access and inclusion. Paragraph 25.14 of the Development Policies states that the listed nature of a building does not preclude the development of inclusive design solutions and the Council expects sensitivity and creativity to be employed in achieving the needs of accessibility and conservation.
- 4.24 CPG1 Design (2011) states that it is important that everyone should have dignified and easy access to and within historic buildings, regardless of their level of mobility. With sensitive design, listed buildings can be made more accessible, while still preserving and enhancing the character of the building.
- 4.25 The proposal will provide a lift in the rear annexe at lower ground, ground and first floor levels and will therefore significantly improve the accessibility and inclusivity of the six storey building.

5.0 CONCLUSIONS

- 5.1 The Planning Statement has been prepared to accompany an application for planning permission and listed building consent for internal and external alterations and a rear infill extension at lower ground and ground floor levels at 11 Fitzroy Square. The Statement forms part of a set of documents which have been submitted to the London Borough of Camden as part of this application.
- 5.2 The Statement has assessed the proposals against the provisions of the Development Plan and the other planning policies at national, regional and local level. It is considered that the proposal accords with the Development Plan and other planning policy by:-
- Providing high quality residential space with the aim of sustaining and enhancing the significance of an existing Grade II* listed building and subsequently utilising its positive role in place shaping.
 - Providing sensitive alterations and additions to the listed building which respect its listed status and architectural integrity and which protect and enhance the character and appearance of the Bloomsbury Conservation Area.
- 5.3 For the reasons set out in this Statement, the applicant seeks planning permission and listed building consent for the proposed development at 11 Fitzroy Square.