

Address:	2A Conway Street London W1T 6BA		
Application Number:	2007/1830/P	Officer: Tom Webster	
Ward:	Bloomsbury		
Date Received:	05/04/2007		
Proposal: The retention of a new ground floor frontage to existing art gallery/retail unit (Class A1)			
Drawing Numbers: Site Location Plan; Photo sheets numbered 2, 2A, 3, 4, 5, 6, 7, 8, 9.			
RECOMMENDATION SUMMARY: Grant permission			
Applicant:		Agent:	
Epponnere Rae Ltd Matthew Sturgis 2A Conway Street London W1T 6BA			

OFFICERS' REPORT

Reason for Referral to Committee: The application has been submitted on behalf of Cllr Rebecca Hossack.

1. SITE

- 1.1 The application site is located on the south eastern side of Conway Street in close proximity to Fitzroy Square. The ground floor of this 3 storey building is in use as a retail art gallery (Class A1) and the upper floors are in office use. The building, which does not form part of a parade, has a different character and appearance to the other buildings in the street. It is not listed but it lies within Bloomsbury Conservation Area, and the surrounding area, which has a mixed-use character, is located within the designated Fitzrovia area.

2. THE PROPOSAL

- 2.1 The retention of a large ground floor frontage window and glass door with a thin dark grey powder coated aluminium frame, which was installed within the last two months. Previously the frontage consisted of two separate timber framed windows, and a roller shutter housing at fascia level.

3. RELEVANT HISTORY

- 3.1 Planning permission granted 1/9/06 (ref: 2006/3066/P) for a change of use of ground floor from office use (Class B1) to retail use (Class A1) as an art gallery. Planning permission was granted on 12/2/75 for a new shopfront.

4. **CONSULTATIONS**

Statutory Consultees

- 4.1 A site notice was posted on the 06/06/2007 and the minimum consultation period expired on the 27/06/2007. No objections were received.

Conservation Area Advisory Committee

- 4.2 Bloomsbury CAAC: Raised no objections

Local Groups

- 4.3 Charlotte Street Association: No comments received

Adjoining Occupiers

Original	
<i>Number of letters sent</i>	0

5. **POLICIES**

Replacement Unitary Development Plan 2006

- 5.1 Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

Adopted Unitary Development Plan 2006

B1 General design principles
B3 Alterations and extensions
B4 A Shopfronts
B7 Conservation Areas

5.2 **Supplementary Planning Policies**

Camden Planning Guidance (Adopted December 2006)

Conservation Areas
Bloomsbury Conservation Area Statement

6. **ASSESSMENT**

- 6.1 The principal considerations material to the determination of this application are the impact of the frontage alterations on the character and appearance of the building and its setting within the conservation area, and accessibility.
- 6.2 The size of the opening at ground floor level matches that of the windows at first floor level. The opening is wholly glazed with a very fine dark coloured frame that matches the colour of the windows frames above, and the quality of finish of the

frontage is high. The frontage does not have a conventional fascia and stallriser, but the previous frontage was also not a traditional shopfront. In this context where there is no consistent character or appearance of ground floor frontages the new frontage is considered to be acceptable. It is considered to enhance the appearance of the building and the surroundings.

- 6.3 The new entrance door has a level threshold and meets the Council's accessibility requirements.

7. CONCLUSION

- 7.1 The proposal is considered to preserve the character and enhance the appearance of the building, and the surrounding conservation area, and is recommended for approval.

8. LEGAL COMMENTS

- 8.1 Members are referred to the note from the Legal Division at the start of the Agenda.