

Date: 22nd October 2014
Reference: Planning statement

Drury Lane, London: Change of Use Application Street fronting ground floor & basement unit

Design & Context Planning Statement

The submitted package of accompanying drawings, alongside this statement is a formal application for the change of use to the ground & basement floors at 190 Drury Lane, London.

The existing unit is currently and has been vacant since the owners purchase in 2012.
(Frontage images 2012)



The upper floor levels have undergone redevelopment to form three residential units, as approved planning application 2012/5687/P, which are now complete. Part of the frontage has been repainted alongside the private residential access. This application is now submitted with the ambition that this vacant use may be returned to beneficial use within the streetscape.

The current use class is understood to be A1, previously a small food market. The desired application change would be to market the unit for professional uses under use class A2, or if seen as beneficial within area an open use class for A1 & A2. It is understood however that the material frontage is not planned to be amended and it is envisioned that the shop / glazed frontage would be maintained at all times to the street – retaining the visual interest and current linking to neighbouring context units. This is vital to the established connection with the neighbouring pub, maintaining head, window, signage and coursing relationships.

The context of Drury Lane and surrounding High Holborn is eclectic in its established uses with a broken streetscape of retail units, restaurants, theatre and office frontages. This wide ranging mix is shown, to local vicinity, highlighted on the below enclosed map extract.



Highlighting Key

- Site ownership
- Retail - shop units
- Hotel
- Cafe / restaurants / pub
- Professional services / offices
- Theatre
- Residential

It is felt that this change of use would fit within the local context and bring forward a beneficial use to this end of Drury Lane, encouraging the vacant / disused unit back into occupation. Detailed internal arrangement would be submitted for approval upon confirmation of letting/sale to any proposed configuration amendments.