

18 September 2015

**VIA PLANNING PORTAL**

Head of Planning  
Development Management  
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Dear Sir / Madam,

**PLANNING APPLICATION FOR ALTERATIONS TO SHOPFRONT AND ASSOCIATED WORKS**

**73-74 RUSSELL SQUARE, LONDON, WC1B 5BG**

**PLANNING PORTAL REF. PP-04500723**

Savills are instructed by Pret A Manger to submit an application for alterations to shopfront and associated works.

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Existing Shopfront Elevations (15-PRET-RS02);
- Proposed Shopfront Elevations (15-PRET-RS03);
- Proposed Shopfront Plan & Sections (15-PRET-RS04); and
- Community Infrastructure Levy form.

A cheque for £195.00 will follow under separate cover given this submission via the Planning Portal.

**Proposal**

Planning permission is sought for alterations to the shopfront and all associated works. Works include a new frameless glass shopfront with double doors and replacement shopfront glazing associated works and making good the shopfront, as shown and annotated on the submitted drawings.

Please note a separate application has been submitted seeking advertisement consent for the necessary advertisements shown on the drawings.

**Assessment**

The proposals offer a high standard of design which are in keeping with the character of the building, its location and their wider setting within the Bloomsbury Conservation Area. The proposed works would and refresh the appearance of the shopfront within the streetscene. Furthermore, works are not excessive nor obtrusive and the materials used are appropriate to the host building and its location.

The proposed works therefore accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the National Planning Policy Framework

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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Registered office: 33 Margaret Street, London, W1G 0JD





(NPPF) (March 2012). In particular, the proposed alterations to the shopfront would not cause harm to the character and appearance of the building or the wider setting, thereby preserving the appearance of the Bloomsbury Conservation Area. The proposals therefore satisfy Policies DP30 and DP25 of the Camden Development Policies.

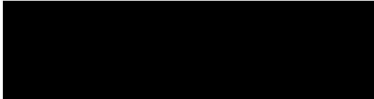
**Summary**

Planning permission is sought for alterations to the shopfront of the premises which Pret A Manger are to shortly occupy. The proposed works will be in keeping with the existing appearance of the building and will be of benefit to the appearance to the unit within the streetscene, satisfying the policy criteria of the development plan and the presumption in favour of sustainable development contained within the NPPF.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,



**Rhys Govier**  
Senior Planner

Enc. As above