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Date: 11/11/2015
Our ref: 2015/5863/PRE
Contact: Laura Hazelton
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Robert Allen
 DP9 Ltd
 100 Pall Mall
 London
 SW1Y 5NQ
By email

Dear Mr Allen,

Re: 100 New Oxford Street, WC1A 1HB

Thank you for submitting a pre-planning application enquiry for the above property which was received on 16/10/2015 together with the required fee of £960.00, received on 26/10/2015.

1. Drawings and documents submitted with the pre-application enquiry

- Pre-Application Statement dated 16th October 2015.
- Proposed plan and elevation option 1 (reference P101).
- Proposed plan and elevation option 2 (reference P102).
- Existing front elevation (reference E100).
- Site block plan (reference P002).
- Site location plan (reference P001).
- Option 1 sketch.
- Option 2 sketch.

2. Proposal

Alterations to shopfront entrance at ground floor level.

3. Site description

This pre-application advice relates to one ground floor unit (with two shopfronts) fronting onto New Oxford Street. The site is a mixed use building located on the northern side of New Oxford Street, east of the junction with Tottenham Court Road. The upper floors are in office (B1) use, whilst the ground floor is a mixture of retail (A1 use) and restaurants and cafes (A3 use). It is noted that not all of the units are currently occupied.

The property is not a Listed Building, but falls within the Fitzrovia Central London Area in the Bloomsbury Conservation Area. The property has been identified as a positive contributor in the Bloomsbury Conservation Area Appraisal and Management Strategy. The application site falls just outside of a Central London Frontage Area, but is within the Central London Area – part of the Borough that lies within the historic central core of London.

The character of the area is predominantly a mix of office and retail.

4. Relevant planning history

9201250 - Redevelopment of Prospect House by the erection of a 7-storey and basement building behind the existing New Oxford Street elevation retained at ground, first, second and third floor levels for office and retail use. Granted 27/05/1993.

PS9804726 - Replacement of existing marble cladding to columns on ground floor with stone cladding. Granted 01/10/1998.

2013/7960/P - Change of use of ground floor from Class B1a (office) to Class A1 (shop) along with installation of shopfront and new door to rear elevation. Granted 20/02/2014.

2014/5205/P – Change of use of ground floor from B1(a)offices to 2 x A1(shops) at 94 and 96 and 1 x Class A3(restaurants and cafes) to 90 - 92) including basement and shopfront alterations. Granted 24/12/2014.

2015/4287/P - Variation of condition 3 (approved plans) of planning permission 2014/5205/P dated 24/12/2014 (for the change of use of the ground floor from B1(a) offices to 2 x A1(shops) at 94-96 and 1 x Class A3 (restaurants and cafes) at 90-92, including basement and shopfront alterations) namely for the addition of a roof riser and fan filter unit. Granted 29/09/2015.

2015/3669/P - Alterations to shopfront. Granted 07/09/2015.

2015/4274/A - Installation of 2 internally illuminated fascia signs and 1 internally illuminated hanging sign on shopfront. Granted 07/09/2015.

2015/5465/A - Temporary display of hoarding (from 28/09/2015 to 31/12/2015) on front elevation of existing restaurant. Granted 09/10/2015.

2015/5904/A - Display of fascia lettering and projecting sign, all internally illuminated – to be determined.

5. Relevant policies and guidance

[National Planning Policy Framework 2012](#)

[The London Plan March 2015, consolidated with alterations since 2011](#)

[LDF Core Strategy](#)

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

[LDF Development Policies](#)

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

DP29 (Improving Access)

DP30 (Shopfronts)

[Camden Planning Guidance 2011/2015](#)

CPG1 Design

CPG6 Amenity

Bloomsbury conservation area appraisal and management strategy (2011)

6. Assessment

Proposal

The proposal involves alterations to the existing office entrance and adjacent window. The front entrance would be moved one unit to the right, and would involve the installation of a new revolving door, side entrance doors and an external canopy above, all in a similar style to the existing arrangement. The existing entrance would be altered to a window, with two design options put forward:

- Option 1 involves the installation of a clear glazed panel, with dark metal mullion bars in a similar style to the majority of shopfronts along this parade.
- Option 2 involves the installation of one large plain glazed window, without mullion bars.

Principle of the development

The key planning issues are as follows:

- Design (the impact that the proposal has on the character of the host building as well as the wider Bloomsbury Conservation Area); and
- Amenity (the impact of the proposal on the amenity of adjoining occupiers).
- Accessibility

Design

The application site comprises two ground floor shopfront units of the host building 80-116 New Oxford Street. The host building comprises four main storeys with a set-back fifth floor and two attic storeys in a mansard roof. The frontage contains arched Diocletian window openings and has a continuous cornice line at parapet level. The building as a whole is described as a positive contributor to the surrounding Bloomsbury Conservation Area.

Policies CS14 and DP25 require that all alterations in conservation areas respect and enhance the character of the area and location. The council will only give permission to those developments that preserve or enhance the character and appearance of the area. This is supported by policies CS5 and DP24 which state that the Council will require all developments including alterations and extensions to existing buildings, to be of the highest design standard in terms of the character, siting, context, form and scale to the existing building and the general area.

Camden Planning Guidance (CPG1 Design, Chapter 7) provides specific guidance on shopfronts, and advises that shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. The following points should be considered:

- Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged.
- New shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades.
- Shopfronts forming part of a larger new development should be considered as an integral part of the overall design.

- Standardised “house-style” frontages may have to be amended in order to harmonise with the surrounding context and respect the building, particularly in conservation areas and for listed buildings.
- All shopfronts should be designed to provide access into the premises for all.

Whilst the existing ground floor shopfronts are not specifically defined as noteworthy for their historic or architectural interest, they do have a sympathetic relationship with the existing building. A number of shopfronts have been altered, or have been recently granted permission, but they still retain the characteristic brown metal detailing, with matching fascias and mullions. Some shopfronts also retain a matching transom, although it is noted that planning permission has been granted to remove these on four out of the five remaining shopfronts.

The proposal would involve the conversion of an existing window into a new entrance and to change the existing office entrance into a new window. The new shopfront would be very similar in appearance to the existing arrangement, with a new revolving door, side entrance doors, and a new canopy and dark metal fascia above.

The new entrance would be very similar to the existing in terms of design and materials. The new canopy would be similar in terms of style and size and would be finished in a dark metal which would match the detailing of the surrounding shopfronts in the parade. The new entrance is considered a sympathetic addition to the host building and would not harm the character or appearance of the building or the wider Bloomsbury Conservation Area. Although acceptable in design terms, the new revolving door may pose access issues (please refer to accessibility section below).

Two options have been suggested for the design of the new window:

- Option 1 – a new glazed panel, with a dark metal fascia and mullions, or
- Option 2 – a new glazed panel, with a dark metal fascia and no mullions.

Option 1 would be the preferred choice, as the inclusion of two dark metal mullions would ensure the shopfront was complementary to the host building, and maintain consistency with the surrounding units. The new fascia and mullions should be the same size, material and colour as the surrounding units to ensure consistency between them.

The new entrance would feature two recesses either side of the revolving door. Although CPG1 discourages new recesses in shopfronts due to their potential for attracting anti-social behaviour, they are considered acceptable, owing to the fact that they would be the same size and position as the existing shopfront recesses.

The plain glazed panel (option 2) is considered out of character with the host building, and harmful to the character and appearance of the wider Bloomsbury Conservation Area. This option would be discouraged.

Amenity

The alterations are not considered to cause any harm to neighbouring amenity in terms of a loss of sunlight, privacy or outlook.

Accessibility

As the proposal includes the installation of a new door in a new location, Policy DP29 will apply and require it to be accessible. Revolving doors are generally discouraged as they are inaccessible. You are encouraged to seek a single door solution that provides access

to all. Two potential solutions may be the 'Boon Edam Duotour' or the 'Dorma BST automatic curved sliding door', neither of which would require an additional door to be provided.

7. Conclusion

The proposal (option 1) would likely be supported at application stage, subject to a suitably accessible entrance door.

8. Planning application information

8.1 If you submit a planning application, I would advise you to submit the following for a valid planning application:

- Completed form –Full planning application.
- An ordnance survey based location plan at 1:1250 scale denoting the application site in red.
- Floor plans at a scale of 1:50 labelled 'existing' and 'proposed' showing the internal layout and access arrangements.
- Section drawings at a scale of 1:50 labelled 'existing' and 'proposed'.
- Existing and proposed elevations at a scale of 1:50 or 1:100 showing the full front elevation and a detailed shopfront elevation.
- Design and access statement.
- The appropriate fee of £195.00.
- Please see [supporting information for planning applications](#) for more information.

8.2 We are legally required to consult on applications with individuals who may be affected by the proposals. We would notify neighbours by letter, put up a notice on or near the site and, advertise in a local newspaper. The Council must allow 21 days from the consultation start date for responses to be received.

8.3 It is likely that a proposal of this size would be determined under delegated powers, however, if more than 3 objections from neighbours or an objection from a local amenity group is received the application will be referred to the Members Briefing Panel should it be recommended for approval by officers. For more details click [here](#).

This document represents an initial informal officer view of your proposals based on the information available to us at this stage and would not be binding upon the Council, nor prejudice any future planning application decisions made by the Council.

If you have any queries about the above letter or the attached document please do not hesitate to contact me on 0207 974 1017.

Thank you for using Camden's pre-application advice service.

Yours sincerely,

Laura Hazelton

Planning Officer
Planning Solutions Team