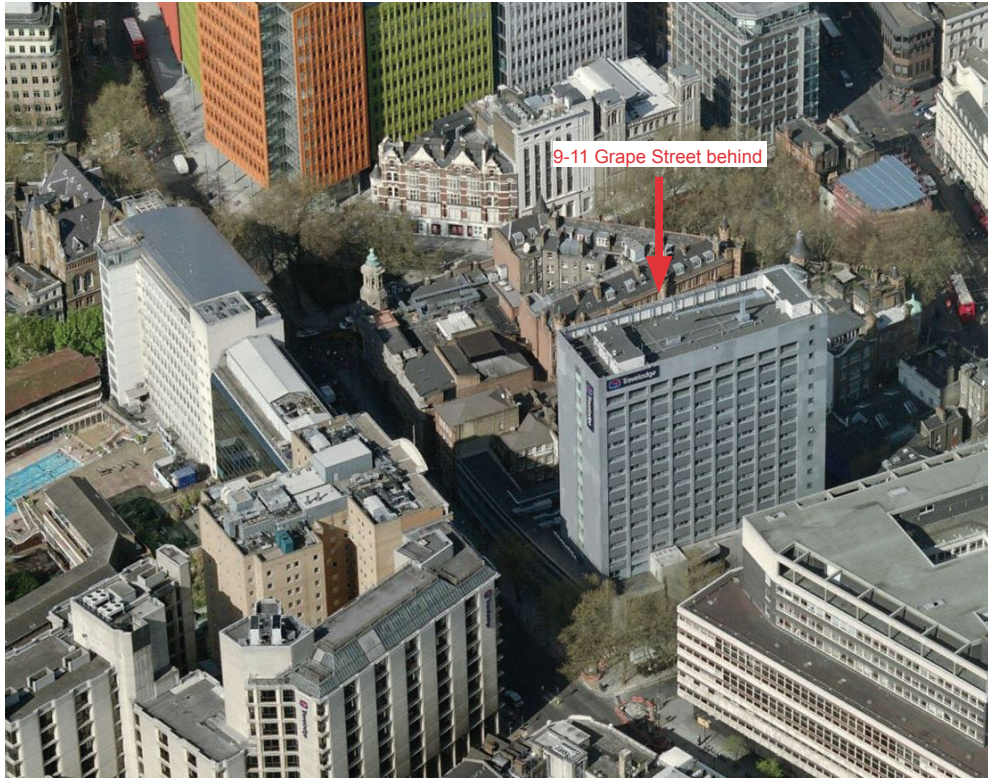


2.0 The Site and Planning Context

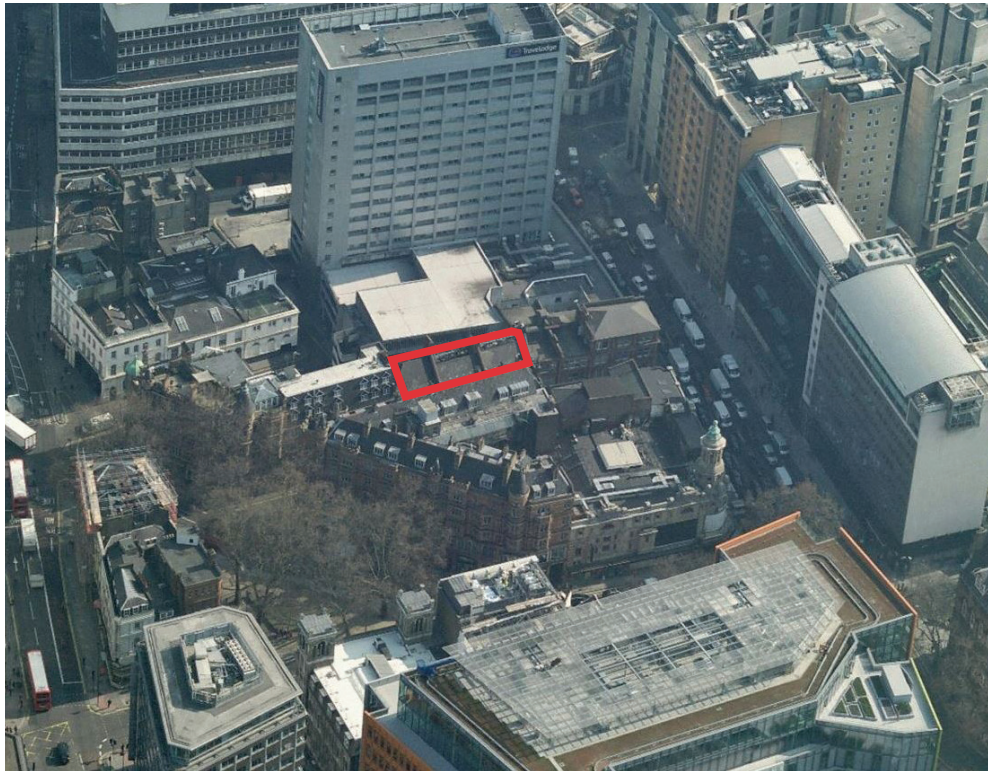
The main streets and access routes surrounding the site are Shaftesbury Avenue, High Holborn, New Oxford Street and West Central Street (to the rear).



▲ Aerial view from the east (9-11 Grape Street not in view)



▲ Aerial view from the north



▲ Aerial view from the west



▲ Aerial view from the south

Key:



Site



## 2.0 The Site and Planning Context

### 2.03 Heritage and Townscape

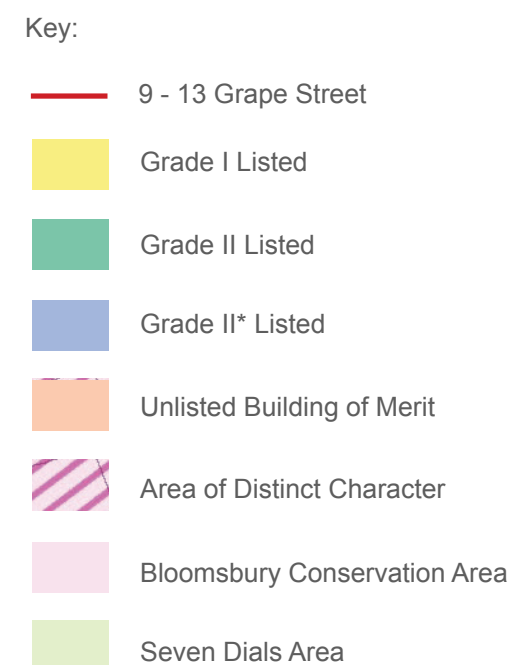
The site is located in the Bloomsbury Conservation Area and within this, the Bloomsbury Conservation Area Sub Area 8.

The area is dominated by late 19th and early 20th century blocks fronting busy thoroughfares, generated by the construction or widening of the roads which cut through the earlier 17th and 18th century street pattern. The blocks comprise mainly commercial uses such as shops, banks, offices, hotels and theatres, while residential uses are mainly accommodated in mansion blocks.

The buildings located on the development site are not listed, but are included on the local list for Camden as unlisted buildings of merit that make a positive contribution to the character of the conservation area.

Nos. 9-13 Grape Street and the Cuban Embassy adjacent to it, are designed either by Robert J Worley or Charles Fitzroy Doll but appear to be of the same hand as the more decorated listed buildings to the north. They are, however, devoid of the full delights which typify the character and appearance. While of a lower architectural value, they very much support the character and appearance and the settings of the listed elements.

Further information regarding Heritage and Townscape considerations can be found in the Heritage and Townscape Statement that supplements this document.



▲ Map showing the Bloomsbury Conservation Area in pink and the area of the distinct character around the site shown hatched



## 2.0 The Site and Planning Context

### 2.04 Planning Context

Relevant planning policies have been fully considered and have influenced the evolution of the proposed development.

The planning policy context comprises three levels of adopted and emerging policy – national, regional and local. National, regional and local planning policies have been considered and have informed the proposed development.

National planning policy is set out in the form of the National Planning Policy Framework (NPPF) which was adopted on 27 March 2012. The NPPF establishes overarching principles of the planning system, including the requirement of the system to “drive and support development” and supports “approving development proposals that accord with the development plan without delay”

The statutory development plan for the site is the London Plan (2015), and the London Borough of Camden’s Core Strategy (2010) and Camden Development Policies (2010).

At the regional level, the Greater London Authority (GLA) published the Further Alterations to the London Plan (FALP) in March 2015. In March 2016 the Mayor published the Minor Alterations to the London Plan 2015 (MALP) which update housing and parking standards.

The GLA has also published Supplementary Planning Guidance notes which expand upon guidance in the London Plan and are material considerations. In addition to the London Plan the GLA has published a number of supplementary planning documents including the use of Obligations in the Funding of Crossrail - Supplementary Planning Guidance (July 2010, amended 2013), the London View Management Framework (July 2010) and others.

The site has the following designations;

- Central London Area
- Bloomsbury Conservation Area
- Archaeological Priority Area
- Museum Street Area
- Tottenham Court Road Growth Area

Selected Planning Policies;

Policy CS6 of the Core Strategy relates to housing and has the key aim to provide quality homes within Camden. Housing is regarded as a priority land use within the LDF;

Policy CS13 will require all development to take measures to minimise the effects of, and adapt to, climate change and encourage all development to meet the highest feasible environmental standards that are financially viable during construction and occupation;

Policy CS14: the Council will ensure that Camden’s places and buildings are attractive, safe and easy to use by requiring development of the highest standard, seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;

Policy DP2 aims to make full use of Camden’s capacity for housing and seeks to maximise the supply of additional homes in the borough, especially homes for people unable to access market housing. The Council will expect the maximum appropriate contribution to the supply of housing and resist alternative development of sites considered particularly suitable for housing;

Policy DP6 relates to lifetime homes and ensures that all housing developments should meet lifetime homes standards. 10% of homes developed should either meet wheelchair housing standards, or be easily adapted to meet them.

Policy DP24 requires all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider a variety of factors such as the quality of materials to be used, the appropriate location for building services equipment and the provision of appropriate amenity space;

Policy DP25 relates to the character of Camden’s Conservation areas. It ensures that development will only be permitted within Conservation areas that preserves or enhances the character and appearance of the area, prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention.

Please refer to the accompanying supporting planning statement for a full discussion on the planning policies relevant to this application and the planning considerations that arise as a result of the proposals.





# 3.0 Site Analysis

---

9 - 13 Grape Street



### 3.0 Site Analysis

#### 3.01 Existing Site Massing and Character

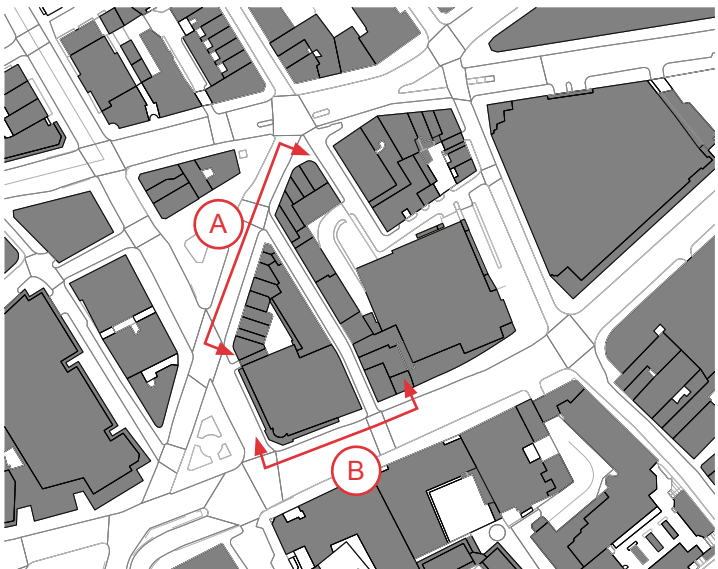
Grape Street is a narrow period street, with tall buildings on both sides. As they are all effectively single-sided, the façades facing Grape Street are heavily fenestrated with detailed window treatments in terracotta and red brick.

Grape Street has it's own unique character, achieved through a consistent material palette and ornate and playful detailing which includes turrets and castellations. The narrowness of the street combined with the relative height of the façades on both sides gives the street a contained sense of place.

9 -13 Grape Street has a single aspect floorplate layout, with fenestration facing west onto the street. The rear elevation of the building presents a blank façade to West Central Street.



▲ A: Shaftesbury Avenue Streetscape



▲ Key plan to streetscape photography



▲ B: High Holborn Streetscape