

Design & Access Statement.

36 and 37 Great Russell Street WC1B

May 2016

Ref: 1302/3.4/Design and Access Statement

On behalf of our Client, Desilu Group, PAPA Architects Ltd have been instructed to seek planning permission for minor alterations to the ground floor front elevation and to amalgamate the two existing retail units into one.

Development Site Location

The site is located within the London Borough of Camden and within the Bloomsbury Conservation Area. The site is additionally within an Archaeological Priority Area and within the London Plan Central Activities Zone (CAZ). The site has a very high public transport accessibility level (PTAL) of 6b, and is within Flood Zone 1 (low risk).

To the north/north-east of the site, on the opposite side of Great Russell Street, lies the entrance to the Grade I Listed British Museum.

Nos. 36 and 37 currently contain a retail use at ground and basement level with offices at first and second floor levels, and two residential units at third floor level.

Proposal

It is proposed to amalgamate the two existing retail units into one and remove a window located on the front elevation and replace with a glass door to provide separate access to the retail unit.

The proposed development seeks to retain the existing retail uses (Class A1) at ground floor and basement level. Policy DP12 seeks to ensure that the development of shopping services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre.

Principle 5 of the Fitzrovia Area Action Plan also seeks to resist the loss of A1 shops and floor space that would harm the area's mixed-use character and vitality.

Conclusion.

The pre-application advice concluded that the officers would support the proposal to alter the front and retain the retail floor space at ground and basement level by amalgamating the two existing retail units into one, as it was considered that it would not adversely affect the character, function, viability and vitality of the Fitzrovia Area.