

28th March 2017

London Borough of Camden
Planning Services
5 Pancras Square
London
N1C 4AG

Dear Sirs,

PLANNING STATEMENT COVER LETTER

36-37 Great Russell Street

Proposed External Canopy

On behalf of our Client, Desilu Group, SF Planning Ltd have been instructed to prepare this planning application to the London Borough of Camden in relation to the installation of a ground floor canopy to nos. 36 – 37 Great Russell Street.

Please find enclosed the following application documentation submitted electronically via the planning portal;

- Site Plan;
- Existing elevations & floor plan;
- Proposed elevations & floor plan;
- Planning Statement (this letter);
- Application Fee – to follow.

The Site

Nos. 36 and 37 Great Russell Street are buildings of five floors, currently containing a retail use at ground floor level (with associated storage in the basement), offices at first and second floor levels, and two residential units at third floor level.

The site is located within the Bloomsbury Conservation Area in an area of mixed character with the property itself on the south side of the Great Russell Street, close to the junction with Bloomsbury Street and to the south of the British Museum.

These proposals relate to the ground floor of the property as indicated on the photograph below. The proposals seek planning permission for the installation of an external canopy to serve the ground floor retail use which recently gained consent for and infill extension at basement and ground floor level to the rear (Use Class A1 – Ref: 2016/2795/P).



Photograph of ground floor frontage of 36 – 37 Great Russell Street

Justification

In terms of relevant local planning policy, both Camden's Core Strategy and Development Policy Documents were adopted in 2010, in the pre NPPF era and therefore the weight attributed to relevant policies depends on the consistency with the Framework.

Relevant to these proposals for an external canopy is Development Policy DP30 relating to shopfronts. This sets out the Council will expect a high standard of design in new and altered shopfronts and canopies. It sets out a number of criteria for considering such proposals including;

- the design of the shopfront or feature;
- the existing character, architectural and historic merit and design of the building and its shopfront;
- the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- the general characteristics of shopfronts in the area; and

The design of the proposed canopy is sympathetic to the host building itself and the wider area. Many of the adjoining ground floor uses have similar canopies, which are a feature of this part of this Great Russell Street.



Existing canopies along Great Russell Street

As the proposed drawings set out the design of the canopy complements the quality and character of the main building and wider conservation area, in accordance with Policy DP30.

We look forward to confirmation of receipt of this application and the appointed case officer shortly.

Please do get in touch with any queries you may have.

Yours sincerely

Paul Jenkins MRTPI