



**36-37 GREAT RUSSELL STREET**  
LONDON WC1B 3PP

**PROPOSAL:** ERECTION OF EXTERNAL CANOPY TO FRONT ELEVATION AT GROUND FLOOR LEVEL

Application for planning permission: 2017/1873/P

15 May 2017

The Bloomsbury Association objects to this application and wishes to make the following comments.

1. The proposed canopy/signage by reason of its size, design and location would be detrimental the character and appearance of the host building, the terrace of which it is a part and the Bloomsbury Conservation Area contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and to policies DP24 (Securing high quality design); DP25 (Conserving Camden's heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development.
2. The building is currently vacant although its last use appears to have been as B1 business use with residential on the third floor. Previous decisions appear to have acknowledged A1 retail use of ground and basement floors although there is no evidence of this on external inspection of the buildings. Nevertheless, if A1 retail use has been established, this is a north facing facade that would not require solar shading so, as change of use to A3 is not proposed that might incorporate an external terrace, its purpose is questioned.
3. No alterations are proposed to the exterior of the buildings, which includes an existing raised area across the full width of both buildings, historic railings to number 37 and a cast iron grating to the basement of 36. These existing features are all omitted from the front elevation, existing and proposed (drawing 00-111 rev P01), but with them retained, the area beneath the canopy/signage would be inaccessible or unusable.

We also note that no material, colour or lighting is specified for the canopy/signage and the elevation drawing incorrectly identifies the numbers of both buildings.

This is unsound information on which to approve the application. If decided by the Council on this basis, the decision may be at risk of being overturned on judicial review.

4. We are concerned by the low height of the canopy/signage, which would be a danger to people passing beneath as they enter number 37.
5. The buildings are considered a positive contributor to the Bloomsbury Conservation Area. This addition does not preserve or enhance the conservation area; it detracts. The Design & Access Statement draws attention to existing canopies to nearby buildings, including a garish structure on the adjacent building, 38 Great Russell Street. These new additions may or may not have been granted planning permission but their presence does not set a precedent to be emulated. The intrinsic character of the historic buildings themselves sets that.

Policy DP25 of the LDF requires all alterations and extensions within designated conservation areas to preserve and enhance the character and appearance of the area. This is supported by CPG1 (Design) which states that alterations should always take into account the character and design of the property and its surroundings.

The Association supports good quality design that will enhance Bloomsbury's streetscape, which this does not. With such a demonstrable breach of the Council's planning policy and of its supplementary planning guidance, we look to the Council to reject to refuse this application.

We would be grateful if you would let us know of any further modification to the application; the decision, if it is to be decided under delegated powers, or the meeting date if it is to be decided by Committee.

Stephen Heath  
**On behalf of the Bloomsbury Association**

*Copies to:*

Councillor Sue Vincent, London Borough of Camden  
Oluwaseyi Enirayetan, London Borough of Camden  
South Bloomsbury Residents' Association  
Bloomsbury Conservation Area Advisory Committee  
Chair, Bloomsbury Association