

16th August 2018



David Peres Da Costa
London Borough of Camden
Development Management
5 Pancras Square
N1C 4AG

DP9 Ltd
100 Pall Mall
London SW1Y 5NQ

Registered No. 05092507

telephone 020 7004 1700
facsimile 020 7004 1790

www.dp9.co.uk

Dear David,

**APPLICATION FOR PLANNING PERMISSION AND LISTED BUILDING CONSENT,
THE BLOOMSBURY HOTEL, 16 GREAT RUSSELL STREET, LONDON, WC1B 3NN**

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

On behalf of our client, The Doyle Collection (the ‘Applicant’), we enclose herewith an application for planning permission and listed building consent at the aforementioned site for the following:

“Installation of removable fence, perspex screens, timber kiosk, external heater and planters”.

This application is submitted retrospectively to secure planning permission and listed building consent for the works, which have already been undertaken.

The Site

The Site is located within the London Borough of Camden and comprises the Bloomsbury Hotel, also known as 16-22 Great Russell Street, and associated private passageway. It is bounded by Great Russell Street to the north, Bainbridge Street to the south, the Trades Union Congress building to the east and the rear of the Dominion Theatre to the west.

16-22 Great Russell Street was built between 1929 and 1932 to provide a club for the Young Women’s Christian Association. The existing property comprises sub-basement, basement, ground plus 8 storeys and its existing lawful use is as a hotel (use class C1) with associated ancillary facilities. The private passageway runs along the Site’s western boundary between the hotel and the rear of the Dominion Theatre connecting Great Russell Street and Bainbridge Street. Bollards line the passageway at its western extent and three trees are located at its northern end fronting Great Russell Street.

18-22 Great Russell Street is Grade II listed and located within the Bloomsbury Conservation Area. The Site is also located with the Central London Area (Clear Zone Region), an Archaeological Priority Area and within the boundary of the Fitzrovia Area Action Plan. The Dominion Theatre and Trades Union Congress building adjacent to the east and west are also Grade II and Grade II* listed respectively. The surrounding area is characterised by a varied mix of uses representative of its location within the Central Activities Zone (CAZ). The Site is well-served by public transport, resulting in it having a Public Transport Accessibility Rating of 6b (the highest possible rating), with nearby access to Tottenham Court Road and Holborn Underground Stations, as well as several major bus routes.



Planning History

The Site has an extensive planning history demonstrating that the building has undergone numerous alterations to its historic fabric, both internally and externally. A full list of the Site's relevant planning history is included within the Historic Building Report prepared by Donald Insall Associates (DIA) submitted with the application. A selection of particularly relevant permissions in the context of these proposals is provided below:

- In 2005 planning permission and listed building consent was granted for the erection of new steel railings to the west (side) elevation of the hotel (permission refs. 2005/1720/L and 2005/1714/P).
- In 2015 planning permission and listed building consent was granted for the erection of pergolas to the existing first floor western terrace, erection of first floor terrace extension within existing western lightwell and alteration to part of the existing western terrace balustrade (refs. 2014/6816/L and 2014/6448/P).
- In 2016 listed building consent was granted for: *“Refurbishment of existing hotel comprising internal and external alterations including; rearrangement of basement and sub-basement for ancillary gym and spa facilities including lowering of basement slab within Tavistock Room, reinstatement of original swimming pool at sub-basement level, installation of ancillary bar and WC’s at ground floor level, erection of entrance canopy at upper ground floor terrace level (western elevation), installation of bin store within south elevation external lightwell, installation of portioning within the Queen Mary Room, extension within the northern internal lightwell at basement and ground floor level, reconfiguration of internal plan form and erection of glazed extension at eighth floor level, provision of service lift, re-landscaping of the passageway, and other associated alterations”* (ref. 2016/5143/P).
- In 2016 planning permission was granted for: *“Erection of 2 storey extension at ground and basement level within internal lightwell including plant enclosure; lowering of basement floor within the Tavistock Room; erection of canopy to entrance steps (west elevation), installation of bin store within south elevation external lightwell; installation of service lift to internal lightwell; erection of metal and glazed extension with retractable fabric roof to 8th Floor roof and landscaping to passageway including taxi drop-off point.”* (ref. 2016/5295/L).

Background

Our client is currently undergoing a programme of heavy investment in improvements to their property portfolio which comprises high-end hotels which they own and operate in a number of London Boroughs. At the Bloomsbury Hotel, they seeking to make a number of improvements. To date these have included enhancements to the western terrace finished in 2016 (the Dalloway Terrace), and the comprehensive refurbishment of the property which began in 2016 (refs. 2016/5143/P and 2016/5295/L). The refurbishment and improvements works are being undertaken in phases. The first phase of works, which are now complete, included relocating the main hotel entrance to the western elevation, accessed via the private laneway, conversion of the former entrance room to a bar (The Coral Room), and improvements to the private laneway, including the relocation/consolidation of back of house facilities, resurfacing, and the installation of decorative lamp posts to mark the entrance to the laneway from Great Russell Street. The works have significantly improved the character and appearance of the western elevation of the building and the laneway, transforming them from a side alley/entrance used mainly for servicing to an attractive and enlivened main entrance to the hotel. This has had a positive impact on the look and feel of the immediate area, improved security, reduced antisocial behaviour, and increased pedestrian permeability through the local area by increasing the use of the link between Great Russell Street and Bainbridge Street.



The Development Proposals

This application is for further improvements to the private laneway. The key works comprise the installation of removable structures comprising a fence, perspex screens, a timber kiosk, planters and an external heater. These structures are currently in place and provide an ancillary outdoor eating and dining area known as ‘The Coral Garden’, in association with The Coral Room, open to hotel guests and non-residential guests alike, as well as a new porters lodge at the top of the passageway to provide a covered area for staff to manage the flow of arriving vehicles and to direct visitors to their destination.

Coral Room opening hours are 8am to midnight, Sunday to Wednesday, and 8am to 1am, Thursday to Saturday. To preserve the amenity of guests and surrounding occupiers the opening hours of the Garden area are limited to 8am to 11pm seven days a week. Soft drinks, alcohol, coffee and light meals are available all day serviced by the Coral Room. There is no fixed bar in the Coral Garden. The Coral Garden itself can only be accessed via a lift from the main Coral Room bar and is not accessible from street level to the general public.

The Coral Garden area is perspex fenced to minimise noise escape, with a security gate and free standing box planting, with a chimenea providing for heat during the winter. There is bench and metal chair seating with tables to accommodate a maximum of 24 seated, with free standing heaters and parasols, although these do not require planning permission in their own right. Externally to the garden is the side road to the hotel’s main entrance and there is security cover 7 days a week from 7am to 1pm which uses the kiosk as a base.

The area is well lit and covered by CCTV cameras. Development of this space has enhanced greatly the general appearance in the area and led to a reduction in local issues including antisocial behaviour.

Full details of the proposals are provided within the submission material accompanying the application including the Design and Access Statement and Historic Building Report prepared by Donald Insall Associates.

Planning Policy

The Development Plan for the Site comprises the London Plan (2016), and the Camden Local Plan (2016). An assessment of the proposals in the context of the relevant policies of the Development Plan is provided below. The National Planning Policy Framework (NPPF) (2012) and the Fitzrovia Area Action Plan (2014) will be material considerations in the assessment of the application and are also referred to below where relevant.

Principle of Development

Local Plan Policy E3 states that the Council recognises the importance of the visitor economy in Camden and will support tourism development and visitor accommodation. Local Plan Policy C5 states the Council will aim to make Camden a safer place including promoting safer streets and tackling antisocial behaviour. The vision for Fitzrovia, where the site lies, is set out within the Fitzrovia AAP and includes the Council’s aim to create a high quality physical environment.

The proposals will enhance the facilities of an existing hotel, providing increased security and improving the quality of the physical environment surrounding the hotel, and therefore the principle of development accords with planning policy.

Heritage

The Bloomsbury Hotel is Grade II listed and located within Bloomsbury Conservation Area. The proposals do not involve any external or internal alterations to the listed building and involve removable



structures only. The heritage impacts are assessed in full detail in the enclosed Historic Building Report prepared by DIA, which concludes the following:

- The proposals offer the following heritage benefits:
 - Creation and use of an otherwise underused space.
 - Improvements to the building's setting.
 - Securing long term viable use of the newly created Coral Room Bar.
- The special architectural and historic interest of the Grade II listed building and the character and appearance of the Bloomsbury Conservation Area would be preserved and enhanced by the scheme of works proposed.
- All of the proposed works seek to further improve the environment of the hotel and its setting that has been undertaken by the hotel in the past two years. The phased approach of the masterplan for the site is delivering good custodianship and sensitive repair of the historic fabric whilst ensuring long term sustainable use and revenue.
- The setting of the building and the character and appearance of the Bloomsbury Conservation Area would be further enhanced by the proposed improvements to the external environment.
- The proposals strike an appropriate balance between potential harm and benefits and therefore may be considered the type of sustainable development in favour of which the National Planning Policy Framework establishes a strong presumption.

DIA thereby confirm they consider the proposals to be justifiable in terms of the NPPF, the National Planning Practice Guidance and the English Heritage Guidance.

Amenity

To preserve the amenity of hotel guests and surrounding properties, hours of opening of the outdoor area are proposed to be fixed at 8am to 11pm seven days a week. The area is also perspex fenced to minimise noise escape. The proposal therefore accords with Local Plan Policies A1 and E3 by protecting the amenity of occupiers and surrounding neighbours.

Conclusion

All of the proposed works seek to further improve the environment of the hotel and its setting as per the works that have been undertaken by the hotel over the last number of years. They provide attractive planting and an active frontage to the corner of the laneway and Great Russell Street, helping to create a greater sense of security for both local residents and hotel guests. The works are all removable and preserve and enhance their heritage context.

For the reasons outlined above the proposals are considered to accord with the Council's relevant planning policies, and therefore planning permission and listed building consent should be granted.

Submission

This application has been submitted online via the planning portal and comprises the following:

- Application forms, prepared by DP9 (signed and dated 16.08.18).
- CIL Additional Information Form, prepared by DP9 (signed and dated 16.08.18).
- Design and Access Statement, prepared by Donald Insall Associates;
- Historic Building Report, prepared by Donald Insall Associates;
- Site Location Plan, prepared by Donald Insall Associates; and
- Planning drawings for approval, prepared by Donald Insall Associates.

The application fee of £234 has been paid online via the planning portal.



We trust you have sufficient information to enable the validation and consideration of the application. If you have any queries, please contact Tom Hawkley or Tom Horne of this office at the above address.

Yours sincerely,

DP9 Ltd

DP9 Ltd

Encls.

Cc. Antonia Powell London Borough of Camden
Cc. Angela Ryan London Borough of Camden