

13th May 2019



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 an exterior freestanding timber porters hut to the northwest corner of the Bloomsbury Hotel".

Background to the Application

This application follows the London Borough of Camden's (LBC) approval of planning permission/listed building consent in January 2019 for *"installation of removable planters, gate and external heater to the north-west corner of passageway to create external seating area (retrospective) including relocation of 9 no. cycle parking stands"* (refs. P2018/4012/P and P2018/4460/L).

The application had originally included a porter's hut at the northwest corner of the Bloomsbury Hotel with a modern timber design. During consultation with LBC's Conservation Officer, the Applicant agreed to withdraw that element of the proposals to allow them to produce a revised design more in keeping with the historic aesthetic of the existing Grade II listed building which would be applied for under a separate application in due course.

The Applicant appointed Donald Insall Associates to advise on a design for the new porter's hut. It has been developed through pre-application consultation with the Lutyens Trust and the LBC Conservation Officer who have both confirmed they support the design. This application is now being submitted to secure the Council's formal approval of the revised design. Further details are contained within this letter.

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. Three trees are located at the northern end of the passageway 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 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 the corresponding 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).



- In 2019 planning permission and listed building consent were granted for: *“Installation of removable planters, gate and external heater to north-west corner of passageway to create external seating area (retrospective) including relocation of 9 no. cycle parking stands.”* (refs. P2018/4012/P and P2018/4460/L).

The Applicant’s Programme of Improvements to the Hotel

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 seek to make a number of improvements. To date these have included enhancements to the western terrace finished in 2016 (the Dalloway Terrace), the comprehensive refurbishment of the property which began in 2016 (refs. 2016/5143/P and 2016/5295/L), and the installation of the outdoor seating area ‘The Coral Garden’ at the north-west corner of the building in Doyle’s privately-owned passageway (refs. P2018/4012/P and P2018/4460/L).

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 a new porter’s lodge adjacent to The Coral Garden 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. The structure will be an octagonal shape, timber framed and clad in horizontal timber panels and stained black (to reference rusticated stone).

Full details of the proposals are provided within the proposed drawings and the Historic Building Report Addendum prepared by Donald Insall Associates and this letter.

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) (2019) and the Fitzrovia Area Action Plan (2014) will be material considerations in the assessment of the application.

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 by providing a porter’s hut at the entrance of the laneway, providing increased security, helping to make the street safer and to prevent antisocial behaviour. Therefore, the principle of development is supported by Policies E3 and C5.



Heritage

The Bloomsbury Hotel is Grade II listed and located within Bloomsbury Conservation Area. The proposed porters hut is a freestanding removable structure only situated away from the building at the north-western corner of the Site adjacent by the Coral Garden's, producing visual and physical separation between the structure and the listed building. The hut is entirely dependent/reversible such that it can be removed at any time without harm to the fabric of the listed building. The design is heritage-led, will use high quality materials and has been developed through consultation with the Lutyens Trust and LBC's Conservation Officer.

The heritage impacts are assessed in full detail in the enclosed Addendum to the Historic Building Report of August 2018 (which was submitted with the previous Coral Garden application) prepared by DIA dated April 2019 who conclude:

- The proposals seek to further improve the environment of the hotel and its setting.
- The character and appearance of the Conservation Area would be preserved by the proposed addition as the position, design and materiality of the hut complements the character of the existing listed building and streetscape.
- As the hut would be of modest scale, it would also not compete with, or detract from, the character of the listed building.
- On this basis, it is considered that the proposals would not result in any harm to the listed building or to the Bloomsbury Conservation Area. Any perceived harm resulting from the proposals would also be outweighed by the wider public benefits, including the provision of improved security measures and sustaining the building in its optimum viable use.
- The proposals are therefore considered to be acceptable in historic building terms.

Conclusion

The proposals 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 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 the proposed heritage-led design has been developed by heritage Donald Insall Associates through consultation with the Lutyens Trust and LBC's Conservation Officer, who have both confirmed they support the design.

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 14.08.18).
- CIL Additional Information Form, prepared by DP9 (signed and dated 14.08.18).
- Site Location Plan, prepared by Donald Insall Associates;
- Planning drawing for approval, prepared by The Doyle Collection in consultation with Donald Insall Associates;
- Addendum to Historic Building Report of August 2018, prepared by Donald Insall Associates (April 2019); and



- Historic Building Report (August 2018), 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 faithfully

DP9 Ltd

DP9 Ltd

Encls.