



**BLOOMSBURY
ASSOCIATION**

20 BLOOMSBURY STREET
LONDON WC1B 3QA

PROPOSAL: Erection of a mansard roof extension with four dormer windows

Application for planning permission: 2020/3591/P

27 October 2020

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

1. The proposal places inappropriate bulk and emphasis on a corner of Bloomsbury Street and Great Russell Street. This, one of the two matching eastern corners, is an earlier development that is subservient to the later Victorian buildings on the two western corners. These are punctuated by the dramatic roofscape of the Kenilworth and Bloomsbury Street hotels. To add further corner emphasis detracts from the setting of these buildings and also the setting of the British Museum and Bedford Square, from which it would be clearly visible. The two eastern corners are of a similar age, of the same materials and together engage in an architectural dialogue by marking the entrance to Bloomsbury Village. The streetscape cannot take any further skyline emphasis.
2. The proposal attempts to be a mansard storey in a part of Great Russell Street characterised by flat roofs. Indeed, the eastern part of Great Russell Street has a consistent parapet line, which this would break with an unsympathetic and inappropriate architectural expression. This would only serve to detract from the particular character of Bloomsbury Village and this part of the Bloomsbury Conservation Area.
3. Marley Edgemere interlocking concrete roof tiles are an inappropriate roofing material in a conservation area as are UPVC sash windows.
4. There appears to be no provision for any off-street storage of waste, contrary to Policy CC5 of the Local Plan and CPG:Design, Section 8.
5. The proposed development on the roof of the building, by reason of its design, siting, height, size and prominence, would be detrimental to the appearance of the host building and the character and appearance of the adjacent Bloomsbury Conservation Area. It would also be damaging to the setting of the terrace of Grade II listed Georgian townhouses at 24-60 Bloomsbury Street and 89-91 Great Russell Street, opposite, and the setting of the Grade I listed British Museum. This is contrary to policy D1 (Design) and D2 (Heritage) of the Camden Local Plan and paragraph 113 of the National Planning Policy Framework 2019.

The Association supports good quality design that will enhance Bloomsbury's streetscape, which this does not. This proposal does not meet the high standard required by Policy D1 and, with such a demonstrable breach of the Council's planning policy and of its supplementary planning guidance, we look to the Council 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:

Nathaniel Young, London Borough of Camden
Bloomsbury Conservation Area Advisory Committee
Chair, Bloomsbury Association