



**BLOOMSBURY
CONSERVATION AREAS**
Advisory Committee | Est. 1968

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26th September 2021

2021/4013/P

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Formal objection to application 2021/4013/P regarding prior approval of Class MA change of use under the GDPO at 112 Cleveland Street

The Fitzroy Square CAAC objects to this application on the basis that the proposed change of use causes harm to the character of the Fitzroy Square Conservation Area.

The conservation area is characterised by a mixture of uses, mainly of commercial use at ground floor and residential use above. The commercial use at ground floor contributes to a sense of activity and liveliness throughout the conservation area.

Paragraph 12.5 of the Fitzroy Square Conservation Area Management Plan states:

'The uses within the Fitzroy Square Conservation Area have changed over time. It is the current variety, scale and nature of use that contributes to its character. In recent years there has been a tendency to bring back townhouse properties converted to other uses to their original single family dwelling function.'

'Changes that could impact upon the character of the area include:

- Loss of vitality arising from the loss of a mix of small scale uses and a range of independent businesses including offices, shops and restaurants and local community services*
- Development of a uniformity of use that would detract from the variety that characterises this area'*

Paragraph 6.24 of the Fitzroy Square Conservation Area Appraisal states:

'Warren Street, Cleveland Street and Maple Street define the northern, western and southern boundaries of the Conservation Area respectively. All are relatively busy routes with the buildings occupied by a wide range of small scale retail, service, restaurant, office, community and residential uses - one of the defining characteristics of these streets. The mix of small scale uses, often within a single building, make an important contribution to the character and vitality of this part of the conservation area. In

particular, independent shops make a positive contribution to the character of the Conservation Area; there is a concentration of specialist or destination shops in Warren Street, including the Flute Shop, Tiranti sculptors' supplies, French's Theatre Book Shop and Black Truffle shoes and accessories.'

As supported by the appraisal and management strategy for this conservation area, ground floor commercial use contributes towards the character of the conservation area, and loss of this use would cause an impact upon the character of the conservation area.

We therefore object on behalf of the Fitzroy Square CAAC.

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