From:	Bloomsbury Conservation
	████████████████████████
Sent:	21 November 2021 21:45
To:	Leela Muthoora; Planning Planning
Subject:	OBJECTION: 2021/4010/P
Attachments:	2021-4010-P 231-233 Tottenham Court Road.pdf;
	M3DB678.DOC

Dear Leela,

Please find attached our objection to the above application.

Owen Ward

BLOOMSBURY
CONSERVATION AREAS
Advisory Committee | Est. 1968

████████████████████████

Begin forwarded message:

From: Leela Muthoora ████████████████████
Subject: M3DB678 231 - 233 Tottenham Court Road consultation
Date: 22 October 2021 at 15:56:23 BST
████████████████████████

21st November 2021

2021/4010/P

Leela Muthoora
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Formal objection to application 2021/4010/P for a new shopfront and associated alterations at 231 Tottenham Court Road.

The Bloomsbury CAAC objects to this application on the basis of harm to the Bloomsbury Conservation Area without public benefit to outweigh that harm.

The site is located within an historic building of high architectural significance and within the western edge of the Bloomsbury Conservation Area, to which it is noted as a positive contributor. It also falls within the immediate setting of the Charlotte Street Conservation Area. Heritage considerations are therefore material to this application.

The installation of a new shopfront in a conservation area should be treated as an opportunity to secure new high quality design. Policy D3 of the Camden Local Plan states that *'the Council will expect a high standard of design in new and altered shopfronts'.* Policy D3 also states that *'when determining proposals for shopfront development the Council will consider:*

... b. the existing character, architectural and historic merit and design of the building and its shopfront
  c. the relationship between the shopfront and the upper floors of the building and surrounding properties

Paragraph 194 of the NPPF also states:

'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting.'

Despite these considerations, the applicant has not supplied any statement as to their understanding of the historic environment nor justified their design approach for the new shopfront.

The application is not of any design merit but simply proposes the installation of large panes of glass coupled with large internal and projecting internally lit signage. Internally lit signage is typically considered to be inappropriate in the conservation area as a standalone application.

The application also proposes a large grey powder-coated fascia without any signage upon it. This would appear unusual and incongruous in the setting of the conservation area and host building.

Paragraph 5.46 of the Bloomsbury Conservation Area Management Strategy states:

'The installation of a new shopfront, shutters and grilles and most alterations will need planning permission. Inappropriate and poorly designed shopfronts detract from the character and appearance of the Conservation Area. The Council expects the quality and design of new shopfronts to respond sensitively to their historic setting and, importantly, the building frontage as a whole.'

Clearly the installation of large panes of glass and a plain grey fascia does little to relate to the host building or wider conservation area.

It is for these reasons that we consider the proposals to be contrary to Policies D1, D2, and D3 of the Camden Local Plan 2017 and to fail to preserve and enhance the special character and appearance of the Bloomsbury and Charlotte Street Conservation Areas. We therefore object.

Bloomsbury Conservation Areas
Advisory Committee