

27<sup>th</sup> May 2025  
Our Ref: 24.5076

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London Borough of Camden  
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London  
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Dear Sir/Madam,

## **Application for planning permission for development proposals at 27 Goodge Street, London, W1T 2LD**

On behalf of our client, IUF Investments Ltd, we hereby submit a full planning application for shopfront and rear alterations at 27 Goodge Street, London, W1T 2LD ('the Site').

The proposals comprise shopfront and rear façade and roof alterations to improve the visual appearance of the building and to improve functionality and maintenance for users and to meet operational demands.

In support of this application, the following documents and forms have been submitted electronically online via the Planning Portal:

- Planning Application Forms – prepared by Boyer Planning;
- Site Location Plan – prepared by Seabrook Studio Ltd; and
- Existing and Proposed Plans, Elevations, & Sections – prepared by Seabrook Studio Ltd.

The requisite application fee of £383.00 has been paid electronically online via the Planning Portal under reference PP-14036690.

## **Site Description and Surrounding Context**

The Site comprises a three-storey property which forms part of a terrace, located on the southern end of Goodge Street (A5204) within the administrative boundary of London Borough of Camden. At ground floor and front basement level the property comprises a commercial retail unit (Class E) and offices on the upper floors (Class E).

The Site is located within the Charlotte Street Conservation Area and the Central Activities Zone. The Site is not locally or statutorily listed and is located within Flood Zone 1. The Site is also located within a sustainable location, evidenced by its PTAL Rating of 6b (best). The Site is not subject to any other planning policy designations under the Local Plan.



## Planning History

There have been various planning applications at 27 Goodge Street, as shown in the table below:

Reference	Description	Decision & Date of Decision
2023/2760/P	Variation of condition 2 (approved plans) pursuant to planning permission 2022/3608/P dated 9/02/2023 (as amended by 2023/2950/P dated 19/09/2023) for: Installation of 6 new air source heat pumps. Namely to change location of one unit [retrospective]	Granted 15 <sup>th</sup> November 2023
2023/2950/P	Non-Material Amendment to planning permission 2022/3608/P dated 9/2/2023 to alter development description from 'Installation of 6 new air source heat pumps on the rear first floor' to 'Installation of 6 new air source heat pumps'	Granted 19 <sup>th</sup> September 2023
2022/3608/P	Installation of 6 new air source heat pumps on the rear first floor	Granted 9 <sup>th</sup> February 2023
2022/3161/P	Installation of new shopfront and replacement of existing awning	Granted 1 <sup>st</sup> November 2022
2022/1494/P	Proposed reconstruction and extension of existing rear toilet block on first, second and third floors, reduction in size of existing rooflight on rear ground floor structure.	Granted 22 <sup>nd</sup> August 2022

## The Proposals

This application seeks planning permission for shopfront alterations to the front façade and rear alterations, including the installation of a new skylight on the rear flat roof and updated fenestrations at rear first floor level.

The shopfront alterations include the provision of new architectural and heritage detailing to the existing timber façade and an updated shade of blue is proposed. It's also proposed to install a new double glazed façade window with a blue painted frame to complement the timber surrounds. A new glazed eastern entrance door is proposed for users of the upper floors of the building, below fascia signage. The proposals also include the provision of two small flagpoles at first floor level of the front façade, which will allow for additional canvas signage. This signage will be subject to a separate application for advertisement consent.

The proposals to the rear comprise a new skylight window to the flat roof, which will allow for additional light into this area of the ground floor. A new composite decking is proposed along the rear roof alongside a new stepped access, new door, and extended window along the rear façade at first floor level. These alterations will improve the rear outlook for users of the building and will allow for improved drainage as well as access and maintenance of this area, where existing plant is located. The new stepped access will be securely covered with plywood panels when maintenance access is not required.

Further detail on the design of the proposals is contained within the drawing pack prepared by Seabrook Studio Ltd.

### **Planning Policy**

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Statutory Development Plan for the London Borough of Camden comprises;

- Camden Local Plan (2017); and
- London Plan (2021).

The Site is located within the Fitzrovia East Neighbourhood Area however there is currently no adopted neighbourhood plan in place for the area.

Camden Council's Development Plan is also supported by Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPGs).

### **Assessment of the Proposals**

For the avoidance of doubt there will be no changes to the overall use of the Site and the proposed scheme simply intends to upgrade the current offer on Site.

#### Design and Heritage

London Plan Policy D4 'Delivering Good Design' requires design quality to be maintained throughout the development process from the granting of permission to completion of development to ensure design and environmental quality, as well as to ensure that the visual impact of development is not substantially affected.

Local Plan Policy D1 'Design' requires development to respect the local context and character of the area, to be of a sustainable design, and to comprise high quality materials.

Policy D2 (Heritage) states the Council will require development within a conservation area to preserve or, where possible, enhance the character or appearance of the area. The Site is located within the Charlotte Street Conservation Area.

The Charlotte Street Conservation Area Appraisal and Management Plan (CSCAA, 2008) recognises that there are many good examples of shopfronts, both modern and traditional of varying dates which reflect the gradual expansion of commercial activity in the area. The CSCAA notes that the character of the Conservation Area is vulnerable to negative change through incremental deterioration of built fabric arising from neglect and lack of maintenance, particularly along Goodge Street.

### *Shopfront Alterations*

Local Plan Policy D3 'Shopfronts' highlights that the quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. If a shopfront is replaced, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features should be retained or restored.

Camden's Planning Guidance on Shopfronts provides further design principles which new shopfronts and alterations should consider. It states that designs for new shopfronts should seek to respond to the existing and surrounding character and context and be adaptable so as to be responsive to changing social and economic conditions.

The proposal seeks to provide a refreshed appearance to the principal façade and incorporates the addition of heritage style detailing which will complement and enhance the existing Victorian style timber design of the property. The new fenestrations will improve the appearance of the façade and in doing so will support the Site's vitality and viability.

The proposed alterations are minor in nature and would be constructed with traditional materials. The proposed shopfront would be sympathetic to the host building and would not harm the character and appearance of the host building, streetscene, or conservation area. The shopfront proposes an upgraded design however the façade will continue to be of a traditional appearance, in keeping with other shopfronts along Goodge Street. A new fascia sign is also proposed to denote the office entrance along the east of the façade. This is considered appropriate in principle in terms of size and location, and will be subject to a separate application for advertisement consent.

Overall, the proposed shopfront has been appropriately designed for the context of the surrounding Conservation Area. The proposed development acts as an opportunity to enhance the existing shopfront and aligns with the Council's expectation for the quality and design of new shopfronts to respond sensitively to their historic setting and the building frontage. The proposal is therefore fully in compliance with the Council's relevant policies and guidance and should be considered acceptable.

### *Rear Alterations*

The proposed new door and extended window along the first-floor rear façade has been designed to ensure a consistent arrangement with the adjacent sash windows along this elevation. The door will lead to a new stepped access which will allow for improved access and maintenance of this area,

where existing plant is located. The new stepped access will be securely covered with plywood panels when maintenance access is not required.

A new low slip grey composite decking is proposed over a new metal subframe along the rear first floor roof level, which will assist with rainwater drainage and will provide an improved outlook for users of the building. A new drain is also proposed to the base step at the rear of the roof, in order to drain rainwater to the existing internal drainpipe. A new skylight is also proposed along the roof, which will create additional light for the benefit of users at rear ground floor level.

The proposed changes to the rear will enhance the appearance of the area as viewed from the surrounding windows and will not have any material impact upon the existing character or appearance of the building and wider context of the Charlotte Street Conservation Area, as the alterations will not be visible from the public domain. As such, the proposals are acceptable in line with planning policy.

### **Summary**

In summary, the proposed shopfront and rear façade and roof alterations involve sensitive and sympathetic additions and improvements which will enhance the appearance of the existing property and better meet the functional needs of the Site. The proposals will enable the Site to be updated, modernised, and maintained to meet present day operational demands.

The proposed development represents an improvement to the future operation of the Site and does not give rise to any adverse design or heritage impacts. Therefore, the proposal is considered to be in accordance with Local Plan policies and other relevant material considerations.

We look forward to receiving notification that the application has been registered and we would be happy to assist the Council in any way during the determination process. Should you require any additional information to support the positive determination of the scheme please get in contact.

Yours sincerely

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