

Ms Louisa Orchard  
MRPP  
21 Buckingham Street  
London WC2N 6EF

Application Ref: **2017/2124/P**  
Please ask for: **Charles Thuaire**  
Telephone: 020 7974 **5867**

13 June 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**55 Shelton Street**  
**London WC2H 9HE**

Proposal: Change of use of basement and ground floors from light industrial (Class B1c) to retail (Class A1).

Drawing Nos: site and floorplans (one A4 plan)

The Council has considered your application and decided to grant permission subject to the following conditions:

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans- site and floorplans (one A4 plan)



Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 Reasons for granting permission.

The basement and ground floors have been in lawful use as Class B1 since 1979 when permission was granted for change of use to light industry; the unit has been occupied for about the last 25 years by a clock repairer but is now vacant. It is understood that he moved due to needing more suitable accommodation and lower business rates. The proposed use is for an independent jewellery retailer.

It is acknowledged that no marketing has been undertaken by agents for an alternative B1 business use here. However it is considered that it is unlikely that any new tenants would be attracted to these particular premises, given its quality and viability. The unit is small at approx. 60sqm and is in poor condition; it is laid out as a narrow shop with a traditional shopfront and a basement store which has little natural daylight and an outside toilet. It represents a poor quality Category C3 light industrial unit, as defined by Camden Planning Guidance CPG5, which is considered may not be suitable for continued industrial use. It could be suitable as alternative B1a office space as it adjoins a parade of other B1 office and D1 uses to the east, although its condition, size and layout with limited light is unlikely to be very attractive to office users.

However, in contrast to these other properties, this unit lies within a secondary frontage of Covent Garden Central London Area which is an important shopping and entertainment destination. CPG5 states that the specialist retail activity in this area makes an important contribution to the economy and character of Covent Garden and should be protected. Also the Council will protect the number of premises suitable for retail purposes. It is thus considered that a new retail use here, in what may have been originally a shop unit, would strengthen the function of the secondary retail parade to the west of the unit and around Endell St; it would also support the function and role of the overall specialist retail area. The proposed redevelopment of the office block opposite within Westminster borough will also create a new retail unit in this road. Furthermore an active retail frontage with shopfront display would preserve and enhance the streetscene and conservation area here, as provided by the previous clock repairer, whereas an office use would probably extend the 'dead' frontage created by the adjoining B1/D1 parade. A retail use would also be likely to generate a similar if not greater level of employment to the previous use.

Overall, it is considered on balance, given the circumstances, that the loss of business use and creation of new retail use here would not harm the borough's overall supply of employment floorspace and would contribute to the character and mix of uses within the Central London Area of the borough and comply with the aims of policies to support the retail function of Covent Garden in particular.

The proposal is considered to preserve the character and appearance of the conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

One comment from a local group has been received prior to making this decision. This and the planning history of the site have been taken into account when coming to this decision.

#### 4 Reasons for granting permission (continued)-

As such, the proposed development is in general accordance with policies CS1, CS5, CS7, CS8 and CS14 of the London Borough of Camden Local Development Framework Core Strategy; policies DP12, DP13, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies; and policies G1, E1, E2, D2, TC2 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

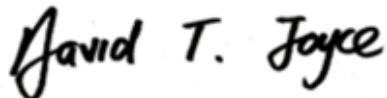
The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning