

CC/RL/P6906  
5<sup>th</sup> December 2017

London Borough of Camden  
Planning Department  
Town Hall  
Judd Street  
London  
WC1H 9JE

**Planning Portal Ref: PP-06567217**

Dear Sirs

**43-47 Shelton Street and 15-17 Endell Street, London, WC2H 9HJ**  
**Planning application for the infill of the existing rear courtyard and installation of a fixed roof light.**

We write on behalf of our client and the applicant, Shaftesbury Covent Garden Limited, to submit a full planning application for the infill of the existing rear courtyard within the ground floor retail premises at 43-47 Shelton Street and 15-17 Endell Street.

This application has been submitted online via the Planning Portal and is accompanied by the following documents:

- Existing and Proposed Drawings
- Site Location Plan
- Design and Access Statement
- Completed CIL Form

It is confirmed that the requisite planning application fee of £195.00 has been paid online via the Council's website.

*Site Location and Surrounding Area*

The application site is located on the corner junction with Shelton Street and Endell Street. The existing building comprises an abstract four storey 1970/80's redevelopment block, constructed from concrete and brown brick work. The property currently comprises a large single retail unit on the ground floor with access from the corner with Shelton Street and Endell Street. The upper floors are currently in residential use with access from Shelton Street. This application relates solely to the existing ground floor retail unit.

The application site is designated as being located within the specialist retail and fashion area of Seven Dials and the Central London Activity Zone (CAZ). The property is not statutorily listed

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London Borough of Camden  
5<sup>th</sup> December 2017

however is located within the Seven Dials (Covent Garden) Conservation Area.

Planning History

The application site has undergone a number of alterations and changes since the building's construction. This includes the following consented developments:

- 1981 - Provide 9 residential units and 3 retail units and 555 sq meters of office accommodation at the above mentioned site (ref. 31793R1).
- 1996 - The erection of a roof enclosure to infill small courtyard to the rear (ref. P9600508).
- 1997 - The installation of a new shopfront together with the installation of air handling units on the flank wall overlooking the roof of 41 Shelton Street (ref. PS9704686R2).
- 1997 - Change of use of 21 Endell Street and 45-47 Shelton Street from part information centre, part cafe and retail uses to retail use within Class A1 (ref. PS9704426R1)
- 2009 - Change of use and works of conversion of first, second and third floors from ancillary retail space (A1) to provide flexible residential (Class C3) or office (Class B1) use (ref: 2009/3423/P).

Notably, planning permission was granted in 1996 for the infill of the existing rear court yard. This application seeks to duplicate the application to create additional retail accommodation.

Proposal

The proposal seeks to infill the existing small courtyard to the rear of the ground floor retail unit. The proposal would allow for the installation of a new roof and fixed roof-light above the existing courtyard. The proposal would allow the use of an under used / non-functional rear court yard to increase the overall size of the retail unit and allow natural light to the rear of the unit. The proposal would allow for the increase of retail floor space by 29 sqm.

Importantly, the proposal would be fully enclosed and imperceptible from any public views therefore having no impact upon the surrounding area.

Please refer to the submitted drawings and design and access statement for further details.

Design and Access Statement

Please refer to the submitted design and access statement, as prepared by Adventure in Architecture.

Planning Policy Consideration

Local Plan Policy E1 (Economic development) states that the Council will secure a successful and inclusive economy by creating the conditions for economic growth and harnessing benefits for local businesses. In particular they will support businesses of all sizes, and maintain a stock of premises that are suitable for a variety of business activities, for firms of differing sizes. The fixed roof light will

London Borough of Camden  
5<sup>th</sup> December 2017

assist in supporting a future retailer through providing additional floorspace for them to operate, and thus supporting the above policy.

Local Plan Policy TC1 (Quantity and location of retail development), the Council seeks to increase the amount of retail floorspace in specialist shopping areas. The proposal fully accords with this and will increase the floorspace of a key retail unit within the Seven Dials shopping area.

Local Plan Policy TC4 (Town Centre Uses) seeks to ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours. Within this the Council will consider the effect of development on shopping provision and the character of the centre in which it is located. The proposal accords with the above policy as it allows the retail unit to fully utilise the redundant courtyard space and increase the overall size of the retail unit. This will consequently improve the function of the retail unit and the character of the surrounding retail area.

Local Plan Policy TC2 (Camden's centres and other shopping areas) seeks to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located. It further looks to support and protect Camden's Neighbourhood Centres, markets and areas of specialist shopping. The proposal is in accordance with the above policy as it will enhance and support the surrounding shopping area by providing the retail unit with additional floorspace.

#### Conclusion

This application seeks planning permission for the infill and installation of a fixed roof light above the existing courtyard to the rear of 43-47 Shelton Street. The infill will create an additional 23 sqm of retail floor space. The proposal has been sympathetically designed to respond to the existing architectural language of the building's upper floors whilst providing an enhancement to the building's existing retail function.

We trust that the application along with its submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully



For and on behalf of  
Rolfe Judd Planning Limited