

CC/RL/P6906
5th December 2017

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

Dear Sirs

43-47 SHELTON STREET & 15-17 ENDELL STREET, LONDON, WC2H 9HJ

PLANNING APPLICATION FOR THE INSTALLATION OF REPLACEMENT SHOPFRONTS

PLANNING PORTAL REF: PP-06567215

We write on behalf of our client and the applicant, Shaftesbury Covent Garden Limited, to submit a full planning application for works to the ground floor shopfronts at 43-47 Shelton Street and 15-17 Endell Street in association with internal works to divide the existing retail premises into three separate units.

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

- Existing and Proposed Drawings, *prepared by Adventure in Architecture;*
- Site Location Plan, *prepared by Adventure in Architecture;*
- Design and Access Statement, *prepared by Adventure in Architecture; and*
- Completed CIL Form, *prepared by Rolfe Judd Planning.*

It is confirmed that the requisite planning application fee of £195.00 has been paid electronically 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 existing shopfronts are fully glazed with metal frames and a small fascia banding, inappropriate awnings and overtly large vertical projecting signs. The most northerly unit currently includes an out-dated roller shutter and air conditioning unit fronting onto

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Endell Street.

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.

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 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).

Proposal

The applicant seeks to install a new shopfront at 43-47 Shelton Street and 15-17 Endell Street in association with internal works to subdivide the existing single unit into four smaller retail units.

The proposal will provide a replacement shopfront comprising a simple white render façade on both the Shelton and Endell Street elevations up to first floor level only. The existing columns will be retained and also finished in white render. The shopfront would incorporate the installation of traditional stall-risers, new metal mesh panelling and glazed doors. The proposed shopfronts will be constructed from aluminium and finished in 'Anthracite Grey'. Each unit has been given a distinctive feature with the use of either vertical or horizontal glazed panelling and transom lines across the shopfront to avoid large single sheets of glazing.

As part of the proposals, further improvements to the existing bin and plant stores will be provided with new matching aluminium louvred doors, finished in Anthracite Grey.

Seven prospective retail projecting signs (non-illuminated) are demonstrated on the proposed drawings, which would be permitted under 'deemed consent' of the Planning (Control of Advertisement) (England) Regulations 2007. As a result, no signage application is required as part of

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this application. Should alternative signage details be required by future tenants, this can be secured as part of a separate advertisement application.

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 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, such as pilasters, fascia's and console brackets, should be retained or restored.

In consideration of the above policy, the replacement shopfront has been designed to respond positively to the prevailing fenestration of the existing building. The building, constructed circa 1980's, comprises brick and concrete in a simple austere design. The proposed rendering of the ground floor level elevation will provide a clear separation between the commercial ground floor use of the building and those upper residential levels.

The Seven Dials Conservation Area Appraisal further recognises that a wide variety of design has taken place during the late twentieth century. Such design has been of both modern and traditional, which together in combination has mostly enhanced the character and appearance of the area. The proposal has taken into consideration the conservation area's design guidelines, stating that appropriate design for the conservation area can reflect both the historic and the modern context and both traditional and contemporary materials can be appropriate. It is considered that the proposal's use of contemporary detailing and materials is supportive of the wider conservation objectives of the conservation area's guidance. Importantly, the proposal would positively preserve and enhance both the character and appearance of Covent Garden (Seven Dials) Conservation 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 of the amenity of neighbours. Within this they will consider the effect of development on shopping provision and the character of the centre in which it is located.

In consideration of Policy TC4, the proposal would create a more coherent and attractive retail frontage along Shelton Street and Endell Street. The refurbishment of the shopfront will therefore represent a significant improvement to the existing retail experience of the building, maximise each unit's future operational use in providing for a high quality design, and enhance the vibrancy and character of Seven Dials as a specialist fashion and retail destination.

Policy TC5 (Small and independent shops) states that the Council will promote the provision of small shop premises suitable for small and independent businesses. The proposal seeks to provide for a new shopfront design in association with the applicant's delivery of new small retail units, and will

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therefore positively contribute to the character, viability and vibrancy of the area.

Conclusion

This application seeks planning permission for the replacement of the existing shopfronts at 43-47 Shelton Street and 15-17 Endell Street to allow for an improved, high quality shopfront scheme. The proposed works are in association with the subdivision of the existing large single unit into four smaller retail units. 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. Through the careful design and use of materials, we consider the proposal provides a high quality replacement shopfront which successfully preserves and enhances the character and appearance of the conservation area. The subdivision of the units will create a more active frontage, and also contribute to the supply of small retail units in the borough.

We trust that the application along with the 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

A solid black rectangular box used to redact the signature of the undersigned.

For and on behalf of
Rolfe Judd Planning Limited