

# **119 SHAFTESBURY AVENUE, COVENT GARDEN** (REFURBISHMENT & EXTENSION)

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On behalf of Cambridge Circle Ltd  
**Planning Statement**

19<sup>th</sup> February 2019

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## 1.0 Introduction

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- 1.1 This Planning Statement has been prepared in support of a full planning application for change of use and refurbishment of 119 Shaftesbury Avenue, which is an existing four-storeys building and basement that currently has A1 (retail) Use Class. In addition, this application proposes a fifth-storey extension that is setback from the main large gable elevation on Shaftesbury Avenue and would not be visible from street level.
- 1.2 This report has been prepared by gpad london ltd for Cambridge Circle Ltd, the agents for the building on behalf of the Client. This planning application has been prepared following instruction from our Client that the existing occupying tenant would like to reduce their single occupancy of the entire building down to the basement and ground floors only.
- 1.3 The change of use application from A1 retail to B1 office applies to the existing upper floors of the building only from first to fourth and includes the proposed fifth floor extension in this application. The application submitted is provoked by the need to adapt the existing building use to accommodate the needs of the current occupying tenant.
- 1.4 This statement provides background information including a description of the site, surroundings and planning history. In addition, the proposed change of use, refurbishment of upper floors and additional storey extension has been assessed in relation to relevant planning policy. This statement concludes by providing LB Camden with a clear planning rationale for the proposed change of use, refurbishment and extension.
- 1.5 The main objective of these proposals is to achieve a comprehensive and sympathetic refurbishment of 119 Shaftesbury Ave, to enable the upper floors of the building due to be vacated by the current occupying tenant to be accessible from ground floor street level and be suitable for use by any future tenant.
- 1.6 It is proposed that the refurbished upper floors would provide a high quality level of finish B1 office use with separate entrance at street level, to include energy efficient LED lighting, comfort heating and cooling with fresh air ventilation.
- 1.7 Structure of this planning report is as follows:

Section 2 – provides a description of the site location and its surrounding area;  
Section 3 – provides an overview of the site's designations and allocation;  
Section 4 – provides a building summary and conservation area status;  
Section 5 – provides a review of relevant planning history;  
Section 6 – provides a summary of Planning Policy against which the application will be considered;  
Section 7 – provides the summary and conclusions;

## 2.0 Site and Surroundings

### 2.1 Existing

- The site is situated within the London Borough of Camden Local Authority area. The Westminster City Council area borders the site to the south and west of the application site along Shaftesbury Avenue.
- The property site currently comprises A1 retail throughout the entire building and is tenanted by a single occupying tenant Angels Fancy Dress est. 1840.

### 2.2 Surrounding

- The surrounding area is primarily commercial in nature, with retail, office and leisure uses predominating.
- A site-specific Public Transport Accessibility Level (PTAL) calculation has been undertaken by TFL based on public transport service frequencies during the peak travel period 08:15 to 09:15. The PTAL has been calculated for a central point of interest (POI) within the site with the value determined to be **level 6b**, which equates to an 'Excellent' level of public transport accessibility and is the highest achievable.
- The site has good access to several bus routes. Bus route 14, 19 and 38 can be accessed from bus stops B and D as shown on the illustration map I.1 and are accessible within 1 minute walk from the site along Shaftesbury Avenue. There are several other bus stops within close proximity to the site.



Illustration I.1

- The site has good access to nearby London Underground and National Rail services. Tottenham Court Round Underground station is the closest station, being a little over 300 meters from the site location linking to the central and northern lines. This station in the future will have a link to the Elizabeth Line also known as Crossrail. Also relatively close by are, Covent Garden, Leicester Square, and Piccadilly Circus stations.

### 3.0 Site Designations and Allocations

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- 3.1 119 Shaftesbury Avenue is situated within Camden Borough Council, although it borders Westminster City Council to the south and west of the application site along Shaftesbury Avenue. The following designations are applicable to the site, with reference to both Camden and Westminster:

**Camden:**

- Seven Dials (Covent Garden) Conservation Area
- Area of Central London Frontage (Secondary Frontage)
- Central Activity Zone (CAZ)
- Archaeological Priority Area

**Westminster:**

- Shaftesbury Avenue meets a designated stress area along Charing Cross Road next to the project site.
- Borders an Area of Special Archaeological Priority.
- Central Activities Zone (CAZ) Frontages.

- 3.2 The building is not listed, but is located amongst many other listed buildings within the Seven Dials Conservation Area including Former Saville Theatre just a short distance away at 135-149 Shaftesbury Avenue.

### 4.0 Building Summary / Conservation Area Status

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- 4.1 Dressing the stars for the past 179 years Angels Fancy Dress has been the sole occupying tenant of 119 Shaftesbury Avenue. The family-run business was first established in 1840 and has since passed through 7 generations of the same family. The architect George Vulliamy and chief engineer for London's Metropolitan Board of Works Sir Joseph Bazalette constructed the building during the mid-18th century.
- 4.2 **Exterior:** material construction is red stock bricks combined with ornate red sandstone. The building has a distinguished elevation design of three roof gables, small round portico windows on the fifth floor separated with two larger sash windows. The lower floors have six large sash windows per floor that are regularised with red sandstone columns and pediments over the top. At ground floor street level there is a traditional timber framed shop front with single glazed windows, solid stall riser at low level and transom lights at high level with a fanlight above the shop door. The high-level window is ornate with the use of transom and mullions to divide the larger glass pane.

- 4.3 Interior:** inspected in full, the basement currently serves as staff room and stock storage for the retail store with hanging rails. The lower basement level boasts large floor to ceiling height. The ground floor is the main retail floor at street level with a grand spiraling staircase to the first floor. There are no distinguishing features visible as the existing walls are dry-lined and suspended ceilings conceal all mechanical and electrical services above.
- 4.4 History:** Shaftesbury Avenue was constructed under the Metropolitan Street Improvements Act of 1877. Following the formation of Regent Street there was a recognised need for further improvement from north to south in this part of Westminster. The Metropolitan Board of Works recognised the amount of additional traffic brought onto Oxford Street making its way towards Charing Cross Station and applied to Parliament for the necessary powers to make improvements. The Act authorised the Board to widen previously Coventry Street to form the streets now known as Charing Cross Road and Shaftesbury Avenue. The line of the new streets had been jointly drawn up by the Board's superintending architect, George Vulliamy, and engineer, Sir Joseph Bazalgette and empowered the Board to compulsory purchase all the ground that it might require to implement the proposal. The extent of the proposed plan can be seen in the diagram below and recognisable as the street formation we know today.



Shaftesbury Avenue, layout plan. Broken lines denote the limits of the land that the Act of 1877 authorised the Metropolitan Board of Works to acquire. In 1883 these limits were reduced. Continuous lines denote the boundaries of the lands, which were acquired by the Board but which did not form part of the new street. Stippling denotes the area set aside for the rehousing of the displaced working class.

**Sources:** British History Online - 'Shaftesbury Avenue', in Survey of London: Volumes 31 and 32, St James Westminster, Part 2, ed. F H W Sheppard (London, 1963), pp. 68-84. British History Online <http://www.british-history.ac.uk/survey-london/vols31-2/pt2/pp68-84> [accessed 16 January 2018].

## 5.0 Planning History

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- 5.1 **PSX0004429/P** – The retention of seven chiller units and of a kitchen extract duct on the flat roof at fifth floor level – Granted 18.08.2003
- 5.2 **PS9904169R2** – The erection of a steel fire escape from fourth floor at the rear to roof level and the formation of a new roof light on the main roof, together with the removal of the existing dormer window on this roof, as shown on drawing numbers 29.3/050 to /053, and /004B – Granted with Conditions 13.05.1999
- 5.3 **PS9904169** – Removal of existing dormer to slatted roof, formation of opening to main roof and installation of roof light. Installation of A/C condensers to adjoining flat roof (Revised Plans submitted) – Withdrawn 26.03.1999
- 5.4 **PS9904036** – Submission of survey drawings and photographs of the existing shop front at 119 Shaftesbury Avenue pursuant to additional condition 1 of planning permission dated 19<sup>th</sup> November 1998 (Re.no.PS9804962). (Plans submitted) – Withdrawn 18.01.1999.
- 5.5 **PS9804962** – Alterations to the ground floor frontage comprising the relocation of the existing shop front at 119 Shaftesbury Avenue in No. 117 and the formation of a new shop front and entrance to the upper parts of 199, as shown on drawing number 29.3/001 and /003. Granted with Conditions 19.11.1998.
- 5.6 **PS9804961** – The continued use of the first, second, third & fourth floors as offices within Class B1 of the Town and Country Planning (Use Classes Order) 1987 (as amended), as shown by drawing numbers 29.3/001, 002 & 004 – Granted 12.11.1998
- 5.7 **PS9804304R1** – Alterations to the ground floor frontage, as shown on drawing numbers 98.675.02d, 03 and 04c – Granted with Conditions 05.11.1998.
- 5.8 **PS9804304** – Installation of new replacement shop front including ornamental planters and functional lanterns and louvre (plans submitted) – Withdrawn 31.07.1998.
- 5.9 **PS9804246** – Installation of new shop fronts as shown by drawing numbers A1417/2, 1417/5. 6 & 7 – Refused 17.07.1998.
- 5.10 **PS9704550** – The erection of a roof enclosure over a small light well at first floor level, as shown by drawing numbers SK03, site plan, C10033/SK08, C10033, 9604130/03, and 4 unnumbered A4 drawings, photographs and Rockwool specification extract – Granted 08.08.1997.
- 5.11 **9501717R2** – Change of use of ground floor and basement to restaurant use (class A3) together with the erection of an enclosed service access, as shown on drawing numbers RHL/CC/PA001B & 002 and SK500 – Refused 06.06.1996

## 6.0 Planning Policy Overview

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- 6.1 Camden's Development Plan comprises the London Plan (As amended 2016), Camden Local Plan 2017 (period 2016-2031) and London Plan 2017, its policies of which carry some weight when assessing applications. The key policy aspects are provision of employment space, heritage and amenity.

### *Heritage and Design:*

#### 6.2 London Plan (As amended 2016)

**Policy 7.4 (Local Character)** states the development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.

#### **Planning decisions**

**B** – Buildings, streets and open spaces should provide a high-quality design response that:

- a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass;
- c) Is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings;
- d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area;
- e) is informed by the surrounding historic environment.

**Policy 7.8 Heritage Assets and Archaeology** states:

- c) Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate;
- d) Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.



## 6.5 Camden Local Plan 2017 (period 2016-2031)

### Policy D1 Design

The council will seek to secure high quality design in development. The Council will require that development:

- a) respects local context and character;
- b) preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
- d) is of sustainable and durable construction and adaptable to different activities and land uses;
- e) comprises details and materials that are of high quality and complement the local character;
- g) is inclusive and accessible for all;
- i) is secure and designed to minimise crime and anti-social behaviour;
- l) incorporates outdoor amenity space;
- m) preserves strategic and local views.

### Policy D2 Heritage

The council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

### Designated heritage assets

The Council will not permit the loss of or substantial harm to a designated heritage asset, including conservation areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site;
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.

## Conservation areas

Conservation areas are designated heritage assets and are read in conjunction with 'designated heritage assets'. In order to maintain the character of Camden's conservation areas, the council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas.

The Council will:

- f) require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;

## 6.6 London Plan 2017

**Policy D1 London's form and characteristics** states Development Plans, area-based strategies and development proposals should address the following:

**A The form and layout of a place** should:

- 1) use land efficiently by optimising density, connectivity and land use patterns;
- 2) facilitate an inclusive environment;
- 6) provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest;

**B Development design** should:

- 1) respond to local context by delivering buildings and spaces that are positioned and of a scale, appearance and shape that responds successfully to the identity and character of the locality, including to existing and emerging street hierarchy, building types, forms and proportions;
- 2) be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan, through appropriate construction methods and the use of attractive, robust materials which weather and mature well;
- 3) aim for high sustainability standards;
- 4) respect, enhance and utilise the heritage assets and architectural features that make up the local character;
- 5) achieve comfortable and inviting environments both inside and outside the buildings.

**Policy D2 Delivering good design** states:

### **A Initial Evaluation**

To identify an area's capacity for growth and understand how to deliver it in a way which strengthens what is valued in a place, boroughs should undertake an evaluation, in preparing Development Plans and area-based strategies, which covers the following elements:

- 3) urban form and structure (for example townscape, block pattern, urban grain, extent of frontages, building heights and density);
- 4) transport networks (particularly walking and cycling networks), and public transport connectivity (existing and planned);
- 7) historical evolution and heritage assets (including an assessment of their significance and contribution to local character);
- 10) existing and emerging development plan designations.

### **C Design analysis and visualisation**

Where appropriate, visual environmental and movement modeling/assessments should be undertaken to analyse potential design options for an area, site or development proposal. These models, particularly 3D virtual reality and other interactive digital models, should, where possible, be used to inform and engage Londoners in the planning process.

### **E Design scrutiny**

Design and access statements submitted with development proposals should provide relevant information to demonstrate the proposal meets the design requirements of the London Plan.

## **6.7 Draft London Plan 2017**

**Policy D1 Design** states that the Council will seek to secure high quality design in development. The Council will require that development:

**3.1.1** – good design and good planning are intrinsically linked. The form and character of London's buildings and spaces must be appropriate for their location, fit for purpose, respond to changing needs of Londoners, and make the best use of the city's finite supply of land. The efficient use of land requires optimisation of density. This means coordinating the layout of the development with the form and scale of the buildings and the location of the different land uses, and facilitating convenient pedestrian connectivity to activities and services.

**3.1.9** – buildings and spaces should be designed so that they can adapt to changing uses and demands now and in the future. Their lifespan and potential uses of requirements should be carefully considered, creating buildings and spaces

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that are ease to maintain, and constructed of materials that are safe, robust and remain attractive over time.

### Heritage and design – Planning Justification

- 6.8 The proposed change of use for the upper floors, refurbishment, external shop front alterations and roof extension meet all of the above criteria set out in National, London and Local policy requirements. The proposal seeks to retain the original character of the period buildings façade by making subtle alterations to the shop front design to accommodate a separate office entrance door. The proposed refurbishment seeks to retain existing A1 retail use at ground floor, whilst adapting the existing building entrances to accommodate an alternative use of proposed B1 office on the upper floors, suitable for small to medium businesses. The proposal seeks to secure the buildings future whilst satisfying the needs of the current buildings occupying tenant wishing to reduce their current floor area to just the basement, ground and first floors.
- 6.9 The proposed roof terrace will provide valuable outdoor amenity space for the building without compromising the visual heritage value of the building within the Conservation Area. The feature would prove to be an important addition to the existing Shaftesbury Avenue building, providing valuable outdoor space for the proposed B1 office tenants.
- 6.10 The proposal seeks to deliver a refurbishment to the existing building that will be of the highest quality of design, taking a comprehensive and sympathetic approach to preserve the heritage characteristics of the building.

### Employment:

#### 6.11 London Plan (As amended 2016)

**Policy 2.11 Central Activities Zone – Strategic Functions** states that the Mayor will, continue to make the case for investment in London working collaboratively with the London Boroughs to secure sustainable development, management and growth. The Mayor will along with the boroughs and other agencies develop proposals to increase office floor space within the Central Activities Zone (CAZ) of which the site 119 Shaftesbury Ave is centrally located.

b) seek solutions to constraints on office provision and other commercial development imposed by heritage designations without compromising local environmental quality, including through high quality design to complement these designations.

**Policy 4.1 Developing London's Economy** states that the Mayor will work with partners to promote and enable the continued development of a strong, sustainable and increasingly diverse economy across all parts of London, ensuring the availability of sufficient and suitable workspaces in terms of type, size and cost, supporting infrastructure and suitable environments for larger employers and small and medium sized enterprises, including the voluntary and community sectors. The proposed scheme would contribute to meeting this policy statement with the

provision of additional workspaces within the Central Activities Zone (CAZ), maximising growth potential offered in the infrastructure upgrade of the nearby Tottenham Court Road Crossrail station due to open December 2018.

**Policy 4.2 Offices** the Mayor will support the management and mixed-use development of office provision to improve London's competitiveness, including enhancing its varied attractions for businesses of different types and sizes including small to medium sized enterprises for which the proposed office scheme would offer suitable workspace.

#### 6.14 Camden Local Plan 2017 (period 2016-2031)

**Policy E1 Economic development** states: the Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses.

We will:

- a) support businesses of all sizes, in particular start-ups, small and medium size enterprises;
- b) maintain a stock of premises that are suitable for a variety of business activities, for firms with differing resources;
- f) direct new office development to the growth areas, Central London, and the town centres in order to meet the forecast demand of 695,000 sqm of office floorspace between 2014 and 2031;

The proposed provision of 300 sq. m additional B1 office use floor space within the Central Activities Zone (CAZ) would contribute towards achieving this target.

- g) ii) supporting proposals for the intensification of employment sites and premises where these provide additional employment and other benefits in line with Policy E2 Employment premises and sites;

**Policy E2 Employment premises and sites** states: that the Council will encourage the provision of employment premises and sites in the borough. They will protect premises or sites that are suitable for continued business use, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy.

The Council will consider higher intensity redevelopment of premises or sites that are suitable for continued business provided that:

- d) the redevelopment retains existing businesses on the site as far as possible, and in particular industry, light industry, and warehouse/logistic uses that support the functioning of the CAZ or the local economy;

- a) it is demonstrated to the Council's satisfaction that any relocation of businesses supporting the CAZ or the local economy will not cause harm to CAZ functions or Camden's local economy and will be to a sustainable location;
- b) the proposed premises include floorspace suitable for start-ups, small and medium-sized enterprises, such as managed affordable workspace where viable;
- c) the scheme would increase employment opportunities for local residents, including training and apprenticeships;
- d) the scheme includes other priority uses, such as housing, affordable housing and open space, where relevant, and where this would not prejudice the continued operation of businesses on the site; and
- e) for larger employment sites, any redevelopment is part of a comprehensive scheme.

#### 6.15 London Plan 2017

**Policy EI Offices** states that the Mayor will support:

- A) Improvements to the competitiveness and quality of office space of different sizes (for micro, small, medium-sized and larger enterprises) should be supported by new office provision, refurbishment and mixed-use development.
- B) Increases in the current stock of offices should be supported, where there is authoritative, strategic and local evidence of sustained demand for office-based activities, taking into account projected demand for office-based employment and office floor space to 2041.

6.16 The projections indicate that the CAZ boroughs and some parts of inner London will continue to see growth in office employment and development of new office floorspace. Driven by agglomeration economies, high value-added activities and viability of new space.

#### **Employment – Planning Justification**

6.17 The proposed change of use for the upper floors, refurbishment, external shop front alterations and roof extension meet all of the above criteria set out in National, London and Local policy requirements. The overall proposal seeks to provide a suitable alternative use for the upper floors of the existing building that would otherwise be inaccessible and surplus floorspace to the current occupying tenants requirements despite being sole occupying tenant for the past 179 years.

6.18 The proposed modern attractive, flexible office space will meet the modern needs of small to medium businesses, whilst taking into full regard the historic character and importance of the building.

- 6.19 Crucially this proposed development will assist in securing the future use of the building for both the existing tenants continued business operations and the future growth for modern office workspaces within the Central Activities Zone (CAZ) of Camden.

**Retail:**

6.20 London Plan (As amended 2016)

**Policy 2.15 Town Centres** states that the Mayor requires a proactive partnership approach to identifying and bringing forward capacity for different types of town centre related development, whilst restraining inappropriate out of centre development. The diversity proposed seeks to reinvigorate the town centre with retention of the existing A1 retail use for basement, ground and first floors, which is located within Camden's Secondary Frontages Area, whilst identifying an opportunity to offer diversity through change of use to B1 office on the upper floors.

**Policy 4.7 Retail and Town Centre Development** supports Policy 2.15 with a string partnership approach for assessing the need and bringing forward capacity for retail, commercial, culture and leisure development in town centre's.

**Policy 4.8 Supporting A Successful and Diverse Retail Sector and Related Facilities and Services** states the Mayor will support successful, competitive and diverse retail, which promotes sustainable access to the goods and services that Londoners need. The proposal seeks to accommodate the existing tenants need to reduce the amount of lettable floor area required on the upper floors whilst maintaining existing A1 retail use at ground floor within Camden's Secondary Frontages Area, continuing to offer Londoners the diverse retail service they are familiar with.

The scheme proposed seeks to protect the loss of retail at 119 Shaftesbury Avenue through the adaption of the existing internal layout to suit the occupying tenants requirement to downsize their current lettable floor area.

6.23 Camden Local Plan 2017 (period 2016-2031)

**Policy C6 Access For All**

The council will seek to promote fair access and remove the barriers that prevent everyone from accessing facilities and opportunities.

- c) expect all buildings and places to meet the highest practicable standards of accessible and inclusive design so they can be used safely, easily and with dignity by all;
- d) expect facilities to be located in the most accessible parts of the borough;

- e) expect spaces, routes and facilities between buildings to be designed to be fully accessible;
- f) encourage accessible public transport;
- g) secure car parking for disabled people.

The Council will seek to ensure that development meets the principles of lifetime neighbourhoods. Lifetime neighbourhoods is broad in scope, but includes protecting the vitality and viability of our town centres and shopping areas and protecting community facilities.

### Policy D3 Shopfronts

The council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

When determining proposals for shopfront development the council will consider:

- a) the design of the shopfront or feature, including its details and materials;
- 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, including the relationship between the shopfront and any forecourt or lightwell;
- d) the general characteristics of shopfronts in the area;
- e) community safety and the contribution made by shopfronts to natural surveillance; and
- f) the degree of accessibility.

The Council will resist the removal of shop windows without a suitable replacement and will ensure that where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shopfronts survive, its design should complement their quality and character.

**Policy TC2 Camden's Centres and Other Shopping Areas** states: the Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. The Council will:



- e) seek 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;
- e) provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
- e) make sure that food, drink and entertainment and other town centre uses do not have a harmful impact on residents and the local area;

## 6.24 London Plan 2017

### Policy E9 Retail, markets and hot food takeaways

- A** A successful, competitive and diverse retail sector, which promotes sustainable access to goods and services for all Londoners, should be supported in line with the wider objectives of this plan, particularly for town centres (Policy SD6 Town centres, Policy SD7 Town centre network, Policy SD8 Town centres: development principles and Development Plan Documents and Policy SD9 Town centres: Local partnerships and implementation).
- B** In Development Plans, boroughs should:
- 1) identify areas for consolidation of retail space where this is surplus to requirements;
  - 5) provide a policy framework to enhance local and neighbourhood shopping facilities and prevent the loss of retail and related facilities that provide essential convenience and specialist shopping;
  - 9) manage clusters of retail and associated uses having regard to their positive and negative impacts on the objectives, policies and priorities of the London Plan including:
    - a) town centre vitality, viability and diversity
    - b) sustainability and accessibility
    - c) place-making or local identity
    - d) community safety or security
    - e) mental and physical health and wellbeing
- F** Development proposals involving the redevelopment of surplus retail space should support other planning objectives and include alternative town centre uses on the ground floor where viable (and in accordance with town centre Policy SD8 Town centres: development principles and Development Plan Documents) and residential development.

## Retail – Planning Justification

- 6.25 The proposed change of use for the upper floors, refurbishment, external shop front alterations and roof extension meet all of the above criteria set out in National, London and Local policy requirements. The proposal seeks to retain the original character of the period buildings façade by making subtle alterations to the shop front design to accommodate a separate office entrance door. The small adaption to the shopfront would secure the existing tenants future occupation of the ground floor A1 retail. In addition, it would enable the client to offer B1 office on the upper floors, which is surplus to the existing tenants requirement.
- 6.26 The existing costume and fancy dress retail shop at 119 Shaftesbury Avenue is perfectly located for West End theatre productions and is frequently visited by the production teams and stars for movie costumes and event attire. Some of the costumes of which have featured in movies such as Star Wars, Pirates of the Caribbean and more recently Game of Thrones. The stores heritage spans an extensive period of the past 177 years and should be carefully considered as part of the application.

### *Amenity:*

#### Camden Local Plan (2017)

#### 6.27 Policy A1 Managing the impact of development

The Council will seek to protect the quality of life of occupiers and neighbours. We will grant permission for development unless this causes unacceptable harm to amenity.

We will:

- a) seek to ensure that the amenity of communities, occupiers and neighbours is protected;
- b) seek to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities.

The factors that will be considered by Camden Council include:

- e) visual, privacy and outlook;
- f) sunlight, daylight and overshadowing;
- g) artificial lighting levels;
- h) transport impacts, including the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans;

- i) impacts of the construction phase, including the use of Construction Management Plans;
- j) Noise and Vibration Levels;
- k) odour, fumes and dust.

## 6.28 Policy A4 Noise and Vibration

The Council will seek to ensure that noise and vibration is controlled and managed.

Development should have regard to Camden's Noise and Vibration Thresholds (Appendix 3). We will not grant planning permission for:

- a) development likely to generate unacceptable noise and vibration impacts: or
- b) development sensitive to noise in locations which experience high levels of noise, unless appropriate attenuation measures can be provided and will not harm the continued operation of existing uses.

We will only grant permission for noise generating development, including any plant or machinery, if it can be operated without causing harm to amenity. We will also seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.

### Amenity – Planning Justification

- 6.29 The proposed extension, refurbishment and roof terrace to serve the office workspace meets all of the above criteria set out in the National, London and Local policy requirements. The overall proposal will ensure that the amenity of local residents and businesses are protected both during construction and operation.

## 7.0 Conclusion

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### *Summary of proposal:*

- 7.1 This application for full planning approval has been submitted seeking consent to secure the future A1 retail use of the building at basement and ground floor level with the existing occupying tenant who has occupied the entire building for the past 179 years.
- 7.2 The proposal has been developed to respond directly to the change of circumstances of the current occupying tenant, seeking to retain A1 retail use class at ground floor street level to protect the secondary frontages within the Central Activities Zone. The proposal offers a viable design solution for accessing the upper floors of the building whilst retaining the original shop front aesthetic. The proposal promotes additional B1 office use within a growth area outlined within the Camden Core Strategy Policy.
- 7.3 The proposed single-storey extension provides valuable additional floor area and accessible WC facilities that will serve the proposed office floors within the building. The scheme is sympathetic to the form, scale, materials and architectural qualities of the existing building and is proposed within the massing envelope of the original pitched roof gables.
- 7.4 We would therefore urge the Council to grant approval for these proposals to preserve the existing secondary A1 retail frontage of the current occupying tenant who has expressed their desire to reduce the amount of retail floor area they require at this site location or terminate their tenancy in its entirety.