

SK/AC/P08542
25 July 2022

London Borough of Camden Council
Regeneration and Planning
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam

27 Goodge Street, London, W1T 2LD
Application for full planning permission for a new shopfront at 27 Goodge Street.

Planning Portal Reference: PP-11423023

On behalf of our client, Shaftesbury CL Limited, we write in support of a planning application for full planning permission for a new shopfront at 27 Goodge Street ('the site').

In order to assist the Council in the determination of the application, please find enclosed the following information which has been submitted electronically via the Planning Portal:

- Application Forms – prepared by Rolfe Judd Planning;
- Site Location Plan – prepared by Fresson & Tee Architects;
- Existing and Proposed Plans – prepared by Fresson & Tee Architects;
- Design and Access Statement (this cover letter); and
- Community Infrastructure Levy (CIL) Form – prepared by Rolfe Judd Planning.

The requisite application fee of £234 has also been paid via the Planning Portal.

Site Location

The application site is located on the southern end of Goodge Street (A5204). The property is currently vacant but comprises a ground floor and front basement level commercial retail unit (Class E) and offices on the upper floors. Part of the basement is occupied by the restaurant in the neighbouring property (29 Goodge Street). The site is located within the Charlotte Street Conservation Area and the Central Activities Zone (CAZ).

The site's locality is characterised by a mix of uses, comprising predominantly retail and restaurant units at the ground floors and commercial office or residential use on the upper floors. This application relates to the shopfront at the ground floor level of the property.

Architecture Planning Interiors

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Site History

There is limited planning history for the site available on LB Camden's online planning portal. However, it can be seen that the retail use on site was established through application ref. 27562, which was approved in November 1978.

The relevant available site history is detailed below:

2022/1494/P

Proposed reconstruction and extension of existing rear toilet block on second and third floors and rooflight on rear ground floor
Currently undetermined – validated 13/05/2022

The Proposal

This application seeks planning permission for the installation of a new shopfront at 27 Goodge Street. There are no proposed extensions which would alter the scale of the existing building or the building footprint. Details of the proposals can be summarised as follows:

External Shopfront Alterations

- Shopfront head will be raised to increase the glazing to door fan light level;
- Replacement of the existing awning with new traditional timber awning extending 1200mm from the façade;
- Replacement of the existing doors and door frames;
- Replacement of the existing louvred stall riser with new timber louvres (with fly mesh behind); and
- New fanlights over the doors.



Figure 1: Proposed front elevation showing shopfront design

The development proposals seek to introduce an updated shopfront to create an improved, coherent

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frontage across Goodge Street. The existing shopfront is dated, dull and unattractive, and the proposed development seeks an aesthetic improvement to the site, which will in turn enhance the site's viability and attractiveness.

The proposals seek to introduce a new traditional style timber Victorian awning, the mechanism for which will be recessed within the depth of the new shopfront. There are other units along Goodge Street, namely 64, 62 and 66, with similar style awnings, so the proposals will be in-keeping with the existing character.

Signage Platforms

Given that the property is vacant, and the future tenant and signage content is unknown, the development proposals do not seek advertisement consent at this stage. The scheme does however propose signage 'platforms' to establish an appropriate size and location for signage to be placed by the tenant in future, including:

- Addition of a new fascia signage panel; and
- Addition of a new projecting sign secured above the fascia by a wrought iron decorative bracket (measuring at 550mm x 750mm).

The proposed projecting sign has been designed to be 2900mm above ground level, in accordance with the conditions of Class 5 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 relating to "other advertisements on business premises". Compliance with the regulations in terms of the size of individual signs and characters/symbols will be determined in any forthcoming application for advertisement consent once a tenant for the site is confirmed.

Further details of the proposed scheme can be found on the submitted drawings prepared by Fresson & Tee Architects.

Access

The new shopfront will provide two separate access doors. The door on the left-hand side will provide access to the upper floor residential apartments, and the door on the right-hand side will provide access directly into the ground floor unit. This is the same as the existing situation, and no further changes are proposed to these access arrangements.

Planning Considerations

Policy D2 (Heritage) states the Council will require that development within a conservation area preserves or, where possible, enhances the character or appearance of the area. The site, whilst unlisted, 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 that 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.

Furthermore, 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

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and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored.

Camden's Planning Guidance 'Shopfronts' provides further design principles which all 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.

Therefore, the proposed development acts as an opportunity to enhance a dull and tired shopfront in the area, aligning with the Council's expectation for the quality and design of new shopfronts to respond sensitively to their historic setting and, importantly, the building frontage as a whole. Section 74 of the Listed Buildings and Conservation Areas Act 1990 (as amended) relates to the desirability of preserving and enhancing the character and appearance of the surrounding conservation area. The site's locality is characterised by a number of commercial units with residential and office use above, and the existing materials are in-keeping with those proposed as part of this development. The design of the proposals has carefully considered the existing character of the area, and as such, the proposed design features are similar to those within the Conservation Area.

Overall, the proposed shopfront has been appropriately designed for the context of the surrounding Conservation Area. The proposal is therefore fully in compliance with the Council's relevant policies and guidance as outlined above.

Summary

This application seeks full planning permission for a new shopfront at 27 Goodge Street. The new shopfront will be consistent with that which is already seen within the Charlotte Street Conservation Area and would aesthetically enhance and revitalise the existing unit, in-keeping with the existing character of Goodge Street. The proposed development would make the currently vacant unit more attractive, thus enhancing its viability. As stated above, the proposed development is considered to be in line with the extant planning policy for the area.

We trust that the enclosed information is sufficient for the validation of this application, and we look forward to a swift and positive outcome. Should you require any further information and would like to arrange a site visit, please do not hesitate to contact the undersigned.

For and on behalf of
Rolfe Judd Planning Limited