

SK/AC/P08543
11 August 2022

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

Dear Sir/Madam,

47 Goodge Street, London, W1T 1TD
Application for full planning permission for installation of a new shopfront at 47 Goodge Street.

Planning Portal Reference: PP-11462631

On behalf of the applicant, Shaftesbury CL Limited, we write in support of a planning application for the installation of a new shopfront at 47 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 and Tee;
- Existing and Proposed Plans – prepared by Fresson and Tee;
- Design and Access Statement (this cover letter) – prepared by Rolfe Judd Planning; 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 site is located on the northern end of Goodge Street (A5204). The property currently comprises a ground floor and basement level commercial unit (Class E) and offices and residential (Class C3) on the upper floors. The property is currently vacant. 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.

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Site History

An overview of the relevant available planning history for the site is detailed below:

2019/5595/A

Display of 1x internally illuminated fascia sign, 1x internally illuminated projecting sign and 1x retractable awning to existing shopfront.

Approved, 23.01.2020

2017/5691/P

Lateral conversion to link both properties at first, second and third floor level to create office (Class B1) floorspace at first floor and residential (Class C3) use on the second and third floors. Infill of ground floor rear lightwell to provide retail (Class A1) floorspace. External alterations to both shopfronts, including awnings, and installation of timber sash windows at front and rear of both properties.

Approved, 14.03.2018

2014/7212/P

Alterations to shopfront and new side residential door, relocation of shopfront duct extract.

Approved, 25.02.2015

2014/0456/P

Change of use from storage at 1st, 2nd & 3rd floors to residential use (Class C3) to provide 1 x 2 bed and 1 x studio unit, use of rear roof as terrace, and installation of new door to ground floor shopfront.

Approved, 14.01.2015

The Proposal

This application seeks planning permission for the installation of a new shopfront at 47 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

- Removal of left-hand side door and replacement of right-hand side door with new glazed timber door and frame;
- New timber shopfront;
- Replacement of the existing awning with new traditional timber awning;
- Replacement of the existing timber stall riser;
- Replacement of the existing fascia signage board; and
- Replacement of the existing round projecting sign with a new square projecting sign (550mm x 750mm) fixed with a wrought iron decorative bracket.

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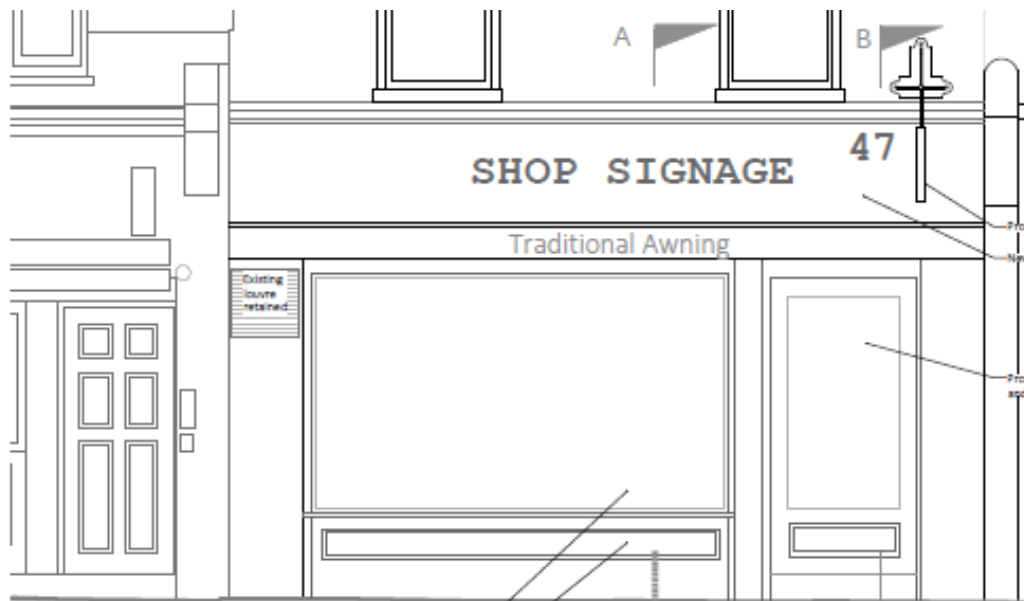


Figure 1: Proposed front elevation showing shopfront design.

The development proposals seek to introduce an updated shopfront to create an improved, coherent frontage across Goodge Street. The existing shopfront is dated, and the proposed development seeks to aesthetically enhance the site, which will in-turn enhance the site's viability and attractiveness.

A new timber style Victorian awning is proposed, the mechanism for which will be recessed within the depth of the new shopfront. Notably, there are other units along Goodge Street, namely 64, 62 and 66, with similar style awnings, and as such the proposals are considered to be in keeping with the existing character of the area.

Signage Platforms

Given that the property is vacant, and the future tenant and signage 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 within by the future tenant, 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.

Stairs

As part of the application proposals, the existing internal ground to first floor staircase (currently disused), is proposed to be removed to increase shop frontage and create a singular point of entry to

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the ground floor unit. The existing ground floor structure will be altered to allow for the ground to basement level stairs to be turned to fill the existing stairway.

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

Access

The new shopfront will provide a single access door into the commercial unit at ground floor and basement levels, on the right-hand side of the shopfront. This will be enabled by the removal of the disused ground to first floor staircase and the alteration of the internal layout (as shown within the enclosed drawings).

The upper floors are accessed from 49 Goodge Street, as established by the approved plans for the application ref. 2017/5691/P, which enabled the amalgamation of the upper floors for office and residential use.

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 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 and aesthetically improve the shopfront, 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

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and guidance as outlined above.

Summary

This application seeks full planning permission for installation of a new shopfront at 47 Goodge Street. The new shopfront will be consistent with that which is already seen within the Charlotte Street Conservation Area and would aesthetically revitalise the existing unit, in-keeping with the existing character of Goodge Street. The proposed development would make the currently vacant unit more attractive for a future tenant. 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.

Yours sincerely,

Susan Kaweesa

For and on behalf of
Rolfe Judd Planning Limited