

Heritage Statement

Introduction:

This Heritage statement is prepared to accompany a full and detailed planning application PP-13484125 for 69-71 Monmouth Street and advertisement application PP-13484567, for the same property.

Refurbishment with new layout of the existing retail unit and new signage to the existing shopfront

The proposed scheme is in keeping with the scale and design of existing shops within the surrounding area.

Statement

The scope of the Heritage Statement shall be to identify and appraise the existing heritage asset prior to examining the impact and net benefits that the proposal shall create.

Paragraph 128 of the NPPF (2012) states that the level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal.

In conjunction with this assessment, a review of relevant national and local planning policy shall assess the planning merits of the scheme. Balanced evidence and justification shall demonstrate how the development may be supported, and thereby subject to a grant of full planning permission, with the inclusion of planning conditions where appropriate and necessary.

The proposal

The application proposes the installation of new partitions within the lower ground floor level of the existing building. The new walls to be replacing existing walls and to be fixed to the existing screed floor and plasterboard ceilings without any impact on the existing structural walls.

The proposed works to the ground floor are even less intrusive, a free standing partitions to form the new consultation booths and general decoration.

The proposal for the new signage is also minimal, proposed are two flat applied signage letters with the company branding (part of the advertisement consent) an the replacement of an existing overhanging/ projecting signage where the brackets will be retained and only the middle section branding will be replaced.

The application site is within the Seven Dials Conservation area and its it a listed building.

The application proposal has taken national and local planning policy requirements into consideration. The statement concludes that the proposal shall comply with National Planning Policy Framework and London Borough of Camden guidelines.

Site and Context - Assessment of Heritage Asset

The application site is located to on the lower side of Seven Dials – Covent Garden area. It forms a part of a 4 storey Victorian terrace of buildings.

Comyn Ching Triangle in its present form is the result of a regeneration project, executed in three phases from 1978-91 by the Terry Farrell Partnership
The regeneration of Comyn Ching Triangle was central to Farrell's work in the Covent Garden area, following Clifton Nurseries (1980-1). It is a significant example of his approach to urban contextualisation from the 1980s, in its pragmatic elision of a new urban plan and structures with the existing scale, fabric and patina of the essentially C17, C18 and C19 streetscape. The historic road layout determined the location of the buildings, even to the extent that the corner buildings.

The exteriors and the shopfronts, rebuilt or restored by Farrell, have entrances set to the side, reflecting the historic convention, with part-glazed doors beneath overlights; fixed-light shop windows with robust chamfered glazing bars above offset panelled stall risers, restored rather than renewed, and have renewed fascias. All are unified by Farrell's number plates which are used throughout the Triangle.

The interiors on the other hand, with the exception of the rear form and architraves of the drum window bay, which is included in the listing, the interior*, a single space incorporated into St Martin's House in 2016, is not of special interest.

The quality and detailing of the buildings above ground level is good and little has changed since their construction in 1980s. Ground floor shopfronts are to be retained intact.

The building is listed under the planning (Listed Buildings and Conservation Areas) Act 1990 and it sits in a conservation area

It is considered as a building of merit making a positive contribution to the townscape.

The National Planning Policy Framework (NPPF) outlines the national policy for local planning authorities, property owners, developers and others on the conservation of heritage assets. In light of the above this has been prepared in accordance with page 30 paragraph 128 which states the following:

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.”

The proposal has also given consideration to paragraph 134 which states the following:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.”

Additional relevant Local Planning Policy:

The Council’s Local Plan has been reviewed based on which the application is assessed:

Character and Design

- The council will grant planning permission for new development, including new buildings, alterations and extensions, provided the new development:
 - Is attractive, designed to the highest standard, especially with regard to architectural detailing, and uses high-quality materials.
 - Respects the local context and responds to local character and heritage assets.
 - Is of a suitable scale, massing and height to the setting of the site and/or townscape.
 - Seeks to improve an area of poor character.
 - Makes a positive contribution to the street frontage, street scene and / or public realm, such as using railings and low walls where practicable.
 - Is inclusive and accessible for all and improves movement through areas with direct, accessible and easily recognisable routes.
 - Is secure and designed to minimise crime and anti-social behaviour.
 - Is robust and flexible in use.
 - Responds to natural features and retains trees, hedges and other landscape features and spaces of amenity value, where possible.
 - Is not dominated by car and cycle parking.
 - Creates attractive, functional and clearly defined public and private space.
 - Protects any important local views and creates new ones wherever possible.
 - Carefully integrates building services equipment and, in industrial areas, operating equipment.

Heritage Conservation Areas

Its expected development within a Conservation Area to conserve and, where practicable, to enhance those elements which contribute to the Conservation Area's special character or appearance.

Proposal and impact on the conservation area

The store does not trade currently in the area, however many other small jewellery stores do. The opportunity for this new boutiques store/ brand to move into the current vacant unit in the Neighbourhood will be kept in line with the surrounding high quality stores. With careful consideration, the applicant seeks permission to install new applied signage and a replacement the existing projecting sign while retaining the original metal frames and brackets.

9th Oct 2024

69-71 Monmouth Street – New Retail Unit

Conclusion

The application is not considered to cause unreasonable impact on the neighbouring properties, or undue harm to the conservation area or the listed building.

The development will afford the applicant the opportunity to revitalise the ground floor and lower ground floor retail unit of the property and make a valuable contribution to the retail environment within the Seven Dials

The proposal represents sustainable and efficient use of the site and has due regard to the characteristics of the existing and surrounding buildings.

It is respectfully requested that planning permission for this application be granted.

Signed: ...Dimitar Solenkov

For and on behalf of Eximius Intentio Ltd.

Date: ...18.10.2024.....