

RL/JD/P5578  
2<sup>nd</sup> July 2014

Development Management  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

Dear Sir/Madam

**Town & Country Planning Act 1990**  
**Planning (Listed Buildings & Conservation Areas) Act 1990**  
**37 Monmouth Street, London, WC2H 9DD**  
**Planning and listed building consent application for alterations to the existing shopfront.**

**Planning Portal Ref. PP-03483409**

On behalf of the applicant, Shaftesbury Covent Garden Limited, we submit a full planning and listed building consent application for alteration works to the existing shopfront. We enclose with this letter a cheque for the correct planning fee of £195.00. All documents and application forms have been submitted online via the Planning Portal.

### ***Site Description***

The property, 37 Monmouth Street, is located north of the Seven Dials Monument and forms part of a row of terrace properties fronting the eastern elevation of Monmouth Street. The property comprises of a basement, ground, and three upper floors. The basement and ground floor are currently operating within Class A1 (retail) use.

The property is located within Seven Dial's Conservation area and is statutorily Grade II Listed. The shopfront is not recognised within the Conservation Audit as being a 'Shopfront of Merit'. English Heritage note the following historical and architectural description for 37 Monmouth Street:

*"Terraced house with later shop. Probably early C18 with early C19 alterations. Multi-coloured stock brick with plain brick band at 3rd floor level. 4 storeys and basement. 2 windows. C20 reproduction shopfront. Gauged red brick cambered arches to recessed sash windows some with original glazing bars. Parapet."*

### ***Planning History***

The Council's online planning database contains a number planning and listed building consent

### **Architecture Planning Interiors**

Old Church Court, Claylands Road, The Oval, London SW8 1NZ

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applications for alterations to the buildings internal fabric; specifically relating to the recent development of Seven Dials Court.

On 17<sup>th</sup> December 1979, planning permission (ref. P14/53/B/28694) was granted for *“partial rehabilitation and partial redevelopment at 29-39 Monmouth Street; 3-13 Shorts Gardens and 4-5 Neal’s yard, WC2 to provide residential accommodation, shops, restaurants, offices”*.

Listed building consent (ref. LS9604355R1) was granted on 4th July 1997 for the *“removal of rear of shops to no.s 33-39 Monmouth Street and replacement with new solid wall and closure of passage way”*

The property has had further historic works completed to the shopfront. On 22<sup>nd</sup> August 1984, planning and listed building consent (ref. 8401110) was granted for the *“installation of new shopfront”*. On 8<sup>th</sup> July 1987, listed building consent (ref. 8770116) was granted for *“alterations to shopfront associated with installation of air handling equipment.”*

### ***The Proposal***

The existing shopfront is a modern 1980’s replacement which, although provides some traditional detailing, is poorly proportioned and sits uncomfortably lower than the adjacent shopfronts of 35 and 39 Monmouth Street. The existing shopfront allows for the exposure of crude cement render which detracts from the properties historic appeal. Shaftesbury, the applicant, therefore seek to rectify these problems with the existing frontage; improving the attractiveness of the existing retail unit and historic building within the surrounding Conservation Area.

The proposal seeks to realign the shopfront with those adjacent; with the top corncicing aligning together with 35 Monmouth Street. The existing pilaster capital and fascia sign will be raised in height by approximately 200mm, thereby increasing the glazing height. We confirm that the existing glazed timber door, stall risers, kerbs and lower sections will remain unchanged. All existing timber detail will remain and be repaired where necessary. Minor internal works will include the removal of redundant modern plasterboard boxing to the shops frontage which serves no practical or historic purpose or architectural interest.

For further details please refer to the existing and proposed drawings and the Design and Access Statement.

### ***Planning Policy Consideration***

The Seven Dials Renaissance document published in 1998 by the Seven Dials Trust notes that:

*“the original 19th Century shopfront was replaced with the present inadequate ‘traditional’ design circa 1983. The shop front, though of traditional timber design, is rather poorly proportioned... The fascia should be placed higher, to line up with the adjoining properties... The glazing height and the fascia should line up with No. 35”*.

Development Policy DP30 (Shopfronts) expects a high standard of design in new and altered shopfronts. Design consideration should be given to the relationship between the shopfront and the upper floors of the building and those surrounding properties. The proposal has taken particular consideration to the adjacent premises 35 Monmouth Street (which is recognised as a Shopfront of

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Merit) to provide a cohesive design which realigns the two frontages together and covers the existing cement render.

Development Management Policy DP25 (Conserving Camden's Heritage) seeks to maintain the character of Camden's historic Conservation Areas and listed buildings; permitting development only which preserves and enhances the character and appearance of the area or listed building. The proposal seeks to address the existing shopfront which appears 'compressed' and sits uncomfortably within the surrounding street frontage. The proposal provides suitable alterations which increase the height of the fascia and exiting glazing and fanlights, while retaining the traditional timber features and design. The new shopfront will reduce the impact of the existing cement render and provide a shopfront which is suitable proportioned. The retention of traditional design features and materials such as timber and lead dressings will ensure the historic fabric of the building is protected and preserved for the foreseeable future.

### **Summary**

The proposal seeks to amend the existing shopfront which is poorly proportion against the adjacent premises to provide a simple enhancement. The existing fascia sign, cornicing and glazing will be heightened to allow the unit to align with the adjacent 35 Monmouth Street, while retain the existing door and lower shopfront features. It is considered that the proposal seeks a simple yet effective enhancement to the historic building and wider conservations area, and is wholly supportive and in accordance with local plan policy.

We trust that the application along with its submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully



Rupert Litherland  
Rolfe Judd Planning Limited