

Delegated Report		Analysis sheet	Expiry Date:	29/08/2014
		N/A	Consultation Expiry Date:	07/08/2014
Officer		Application Number(s)		
Tessa Craig		2014/4334/P 2014/4443/L		
Application Address		Drawing Numbers		
37 Monmouth Street London WC2H 9DD		See decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Alterations to the existing shopfront at 37 Monmouth Street.				
Recommendation(s):		Grant conditional permission Grant listed building consent		
Application Type:		Full Planning Permission		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	05	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	A site notice was erected on 16/07/2014 and the application was advertised in Ham & High on 17/07/2014.					
CAAC/Local groups* comments: *Please Specify	<p>Covent Garden Community Association- Supports aspects of proposal which return shopfront closer to 19th century design, however seek a brass grill as treatment for the ventilator and removal of flood light fittings.</p> <p><u>Officer Comment</u> <i>The floodlights and ventilators are existing features and are not proposed to be changed under this application. Although the floodlights could be more sympathetic to the building, both shops either side have similar style floodlights. The existing shopfront is modern and the changes will restore the shopfront with a traditional design matching the neighbouring shops and streetscene.</i></p>					

Site Description

The application building is an early 18th century town house with a nineteenth century shop front added at ground floor and is located on the eastern side of Monmouth Street. The application property is Grade II listed and located in the Seven Dials Conservation Area.

Relevant History

8401110: Installation of a new shopfront. Granted 22/08/1984.

8401978: Use of the ground floor for sale of tea, coffee and cakes for consumption on the premises. Granted 21/01/1985.

8470192: Installation of a painted timber shopfront. Granted 22/08/1984.

8601598: Change of use of ground floor and basement from retail to a dry cleaning facility. Granted 15/01/1987.

8770116: Alterations to shopfront associated with installation of air handling equipment. Granted 08/07/1987.

HB1919: Works of alteration and conversion including the demolition of the existing rear extensions. Granted 04/10/1978.

2010/1351/A Display of two non-illuminated hanging signs to front elevation. Granted 19/05/2010.

2010/1348/L Alterations in connection with the installation of two non-illuminated hanging signs to front elevation. Granted 19/05/2010.

2014/3689/L Internal alterations at basement and ground floor level including the formation of openings between 35 and 37 Monmouth Street at both levels, the relocation of the stair within no. 35, and the removal of the stair within no. 37. Granted 09/07/2014.

Relevant policies

Local Development Framework

CS4 Areas of more limited change

CS14 Promoting high quality design and preserving our heritage

CS17 Making Camden a safer place

DP17 Walking, Cycling and Public Transport

DP21 Development Connecting to the Highway Network

DP24 Securing High Quality Design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP29 Improving access

DP30 Shopfronts

Camden Planning Guidance

CPG 1 Design (7 Shopfronts) 2013

CPG 6 Amenity (5 Artificial light) 2011

Seven Dials Estate Conservation Area and Appraisal Management Strategy 1998

Assessment

1.0 Proposal

1.1 Planning and listed building consent are sought for changes to the shopfront including increasing the height of the glazing, fascia and pilasters and corncicing to align with 35 Monmouth Street, effectively the moving fascia upward by approximately 0.2m, with the fanlight and windows to be taller to meet the raised height. The existing shopfront is not a 'shopfront of merit'. The door, stall-riser and kerbs will remain the same, with the shopfront retaining the traditional timber design and detail, mirroring the adjacent properties.

2.0 Assessment

2.1 The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy DP24 are relevant to the application: development should consider the character, setting, context and the form and scale of neighbouring buildings, and the quality of materials to be used. DP30 seeks to ensure development considers the design of the shopfronts and the general characteristics of shopfronts in the area.

2.2 The conservation area statement advises new shopfronts are expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages.

2.3 The design CPG advises shopfronts which contribute to the townscape should be retained; the shopfront should be designed as part of the whole building and should relate to the scale, proportions and architectural style of the building and surrounding facades.

2.4 The proposed design will be more consistent with the streetscene as the fascia height will match with 35 Monmouth Street and use materials which are sympathetic to the listed building (match existing timber frames). The changes to the shopfront will preserve the conservation area.

2.5 The Conservation Officer considers the proposed works are acceptable and will represent an improvement within the streetscene as the areas of modern repair above the fascia will be covered over. The existing floodlights and ventilation will remain, although they match both shops either side and are above eye level and therefore are considered acceptable.

2.6 The proposal is considered acceptable in terms of design and no amenity issues will result from the changes.

3.0 Recommendation

3.1 Grant conditional permission and listed building consent.

DISCLAIMER: Decision route to be decided by nominated members on Monday 18 August 2014. For further information please click [here](#)