

RL/JD/P5679
21st October 2014

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

For the attention of Gideon Whittingham

Dear Sir/Madam

Town & Country Planning Act 1990 (as amended)
38 Monmouth Street, London, WC2H 9EP
Planning Application for the installation of new louvred grilles to the existing shop front stall risers.

Planning Portal Ref. PP-03719181

On behalf of the applicant, P2S2 Limited, we submit a full planning application for the installation of louvred grilles to part of the existing stall risers at 38 Monmouth Street. We enclose with this cover letter a cheque for the appropriate planning fee of £195.00. Accompanying documentation in support of this application has been submitted electronically online via the Planning Portal.

Site Location and Description

The application site, 38 Monmouth Street, is located along the western elevation of Monmouth Street, adjacent to the small passageway Tower Court. The property comprises of a basement and ground floor in Class A1 (retail) use and first, second and third floors in Class B1 (office) use. This application relates solely to the ground floor shop front.

The property is located within the Seven Dials Conservation Area, however is not designated as a listed building. The conservation area audit does not designate the existing property as either a 'building of positive contribution' or 'shop front of merit'. The Seven Dials Renaissance document notes that the application property was rebuilt in 1958 following war damage and notes that the existing building provides limited historical relevance or particular aesthetic qualities.

Planning History

Planning history for the application property reveals that there have been a number of historic applications to alter the existing non-original shop front to meet tenants operational needs; this includes the following.

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In April 1998 planning permission (ref. PS9804099R1) was granted for 'the provision of a new shop front and office entrance in association with the retail use of the ground floor and the officer use of the upper floors'.

In January 1991, planning permission (ref. 9100008) was granted for 'change of use of basement and ground floor from office use to form new retail shop plus office entrance with elevation alterations including new shop front and dormer windows'.

The Applicant

The applicant and incoming tenants to 38 Monmouth Street, P2S2 Limited (Pierre Herme Paris), have been providing customers with gourmet confectionary, patisseries and chocolates since 1997 within Tokyo, Paris and London. Following growing success, Pierre Herme Paris, now seek to open a new boutique shop within the heart of Covent Garden and Seven Dials; an area renowned for its provision of high quality artisan products.

As a result, a number of internal works are being undertaken to fit out the existing retail shop with suitable storage and counter services; this includes the subsequent minor alterations to the existing shop front to allow for their operational use of the building.

The Proposal

The applicant seeks the installation of new louvred grilles to part of the existing stall risers at 38 Monmouth Street. The grilles are required to provide suitable ventilation to new chilled serving counters which are to be installed internally within the shop.

The grilles will be positioned carefully within part of the existing timber stall risers towards the northern corner abutting Monmouth Street and Tower Court entrance. The remainder of the shop front will remain untouched. The grilles will be constructed from metal and painted white to match the existing shop front. The louveres to be installed will measure approximately 400 x 1137 mm and 400x420 mm, with a discreet 38 mm opening between each louver strip.

Please refer to the following documents and drawing for further details; existing and proposed floor plans and shopfront elevations, proposed louvered grilles manufacturers specifications, photo examples of existing louveres within the Seven Dials Area and existing Pierre Herme Paris shops.

Design & Access Statement

In accordance with the Town & Country Planning (Development Management Procedure) (England) (Amendments) Order 2013 Part 4 Article 8, a simple design and access statement is submitted as part of this application. We confirm that access will remain from the ground floor entrance.

Planning Policy Consideration

Local Planning Policy 'DP24 - Securing High Quality Design' seeks that all alterations to existing buildings be of the highest standard of design which considers; the character and proportions of the existing building and the use of quality materials. Further, Local Planning Policy 'DP25 - Conserving Camden's Heritage' seeks that alterations within a conservation area preserve or enhances the character and appearance of the surrounding area.

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The existing building was rebuilt in 1958, with the shopfront undergoing alterations in 1991 and 1996. The Seven Dials Renaissance document and Conservation Area Appraisal considers the existing shop front holds little historic or architectural value and is not considered to be a shopfront of merit.

The proposed louvred grilles, in accordance with Policy DP24 and 25, have been carefully designed to the highest standards to contribute positively to the existing building and ensure the preservation of the surrounding Seven Dials Conservation Area. The grilles will be carefully installed into the existing timber stall risers and finished to match the shop front (white paint). The proposed louvred grilles will be retained within the existing detail of the shop front's stall risers to ensure the proposed alteration does not impact upon existing appearance of the building and the wider street scene. The application provides for the Council's consideration a document scheduling all existing grilles and louvres within the principal locality of Seven Dials.

Local Planning Policy 'DP26 - Managing the impact of development on occupiers and neighbours' seeks to ensure that alterations and development do not cause any harm to neighbouring amenity; having consideration to noise, vibration, odours and fumes. The proposed louvred grilles will provide an important source of natural ventilation only to the chilled serving counters which are to be installed internally. The counters will provide the appropriate cooling of fresh products such as macaroons, chocolates and truffles which will be sold on the premises. The proposed grilles will not produce or expel any odours or fumes, but ensure the successful and pleasant operation of the retail unit.

Conclusion

We consider that the proposed louvred grilles are an acceptable minor alteration to the existing shop front which will allow for the continued operational use of the building without causing any undue impact upon the character or appearance of the building and wider conservation area.

We trust the Council will agree that this application is acceptable and we look forward to a swift and positive determination. However should you require any further information or wish to arrange a site visit to discuss the application in further detail, please do not hesitate to contact the undersigned.

Yours faithfully



Rupert Litherland
Rolfe Judd Planning Limited