

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2014/5329/P	The Seven Dials Trust	68 Dean Street London W1D 4QJ	30/10/2014 10:37:20	OBJ	<p>We are writing to object to the application referenced above. We attach a copy of the page of The Seven Dials Renaissance Study which details 9-11 Monmouth Street and makes recommendations for restoration of the shopfront in keeping with the Seven Dials Conservation Area. Camden Council adopted the Seven Dials Renaissance Study as material guidance for development control in 1991 & 1997. In the Trust's view, an openable shopfront would further degrade this early nineteenth century stock brick building.</p> <p>We further note that Camden's planning policy explicitly opposes openable shopfronts, as stated in Development Policy (DP) 30.8 and Core Strategy (CS) 7. Folding and openable shopfronts create a void at ground level that can harm the appearance of a building and that can detract from the character of the street and the Conservation Area, as well as the architectural integrity of the building. When open, they erode the appearance of the shopfront, creating a visual void, and can have a negative impact on local amenity, for example in terms of noise and disturbance.</p> <p>We urge the Council to reject this application and to encourage the applicant to take the opportunity to undertake an appropriate treatment of the shopfront, enhancing both the individual building and the streetscape of which it is a part.</p>
