

## Shaftesbury Covent Garden

19 November 2014

London Borough of Camden  
Planning Department  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

**For the attention of: Fergus Freeney**

Dear Sirs

**38 Monmouth Street, London, WC2H 9EP**  
**Installation of Louvre Panel to Shop Front Stallriser**

**Planning Application Ref. 2014/6666/P**

As the freeholder of 38 Monmouth Street, we (Shaftesbury PLC) have been notified of the above planning application and wish to express our full support for the proposed scheme.

As with all tenants, we are keen to see Pierre Hermes (a high quality international chocolatiers and patisserie) prosper within the existing unit. It is our understanding that the proposed louvred grilles are required to provide natural ventilation to the internal refrigerated service counters. Provision of the chilled counters is fundamental to Pierre Hermes' operational use of the building; thereby ensuring that suitable storage conditions are provided for perishable goods sold on site.

From our historic knowledge of the premises, the existing building was rebuilt in the late 1950's following war damage. The addition of grilles to the existing modern shop front will not cause any detriment to the aesthetics of the building nor surrounding street scene, but is necessary to support Pierre Hermes' business operation.

We confirm that since the media launch of Pierre Hermes' forthcoming arrival to Seven Dials, there has been great interest from local residents and commercial tenants whom consider Pierre Hermes to be an exciting and positive retail addition to the area. It is our hope that the introduction of specialist retailers such as Pierre Hermes will support the local retail area; offering a range of interesting and niche retail products of high quality which complements the existing retail experience of Seven Dials.

We note that many of our tenants across the Estate have been previously supported by the Council to allow for the minor alteration of shop fronts to sustain various business operations and needs. We consider the proposed grilles are no different in this case and will not impact upon the building's appearance nor the historic character of Seven Dials. Being the freeholder of the building and with great interest across Seven Dials, we would not allow any works to our buildings should we consider such alterations to be either unnecessary or detrimental to the visual appearance of our property and the wider image of the Seven Dials Estate.



To conclude, we the freeholder of the premises wish to declare our full support for the proposed louvred grilles and we look forward to a positive decision.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Charles Owen', followed by a horizontal line.

Charles Owen  
Portfolio Manager

