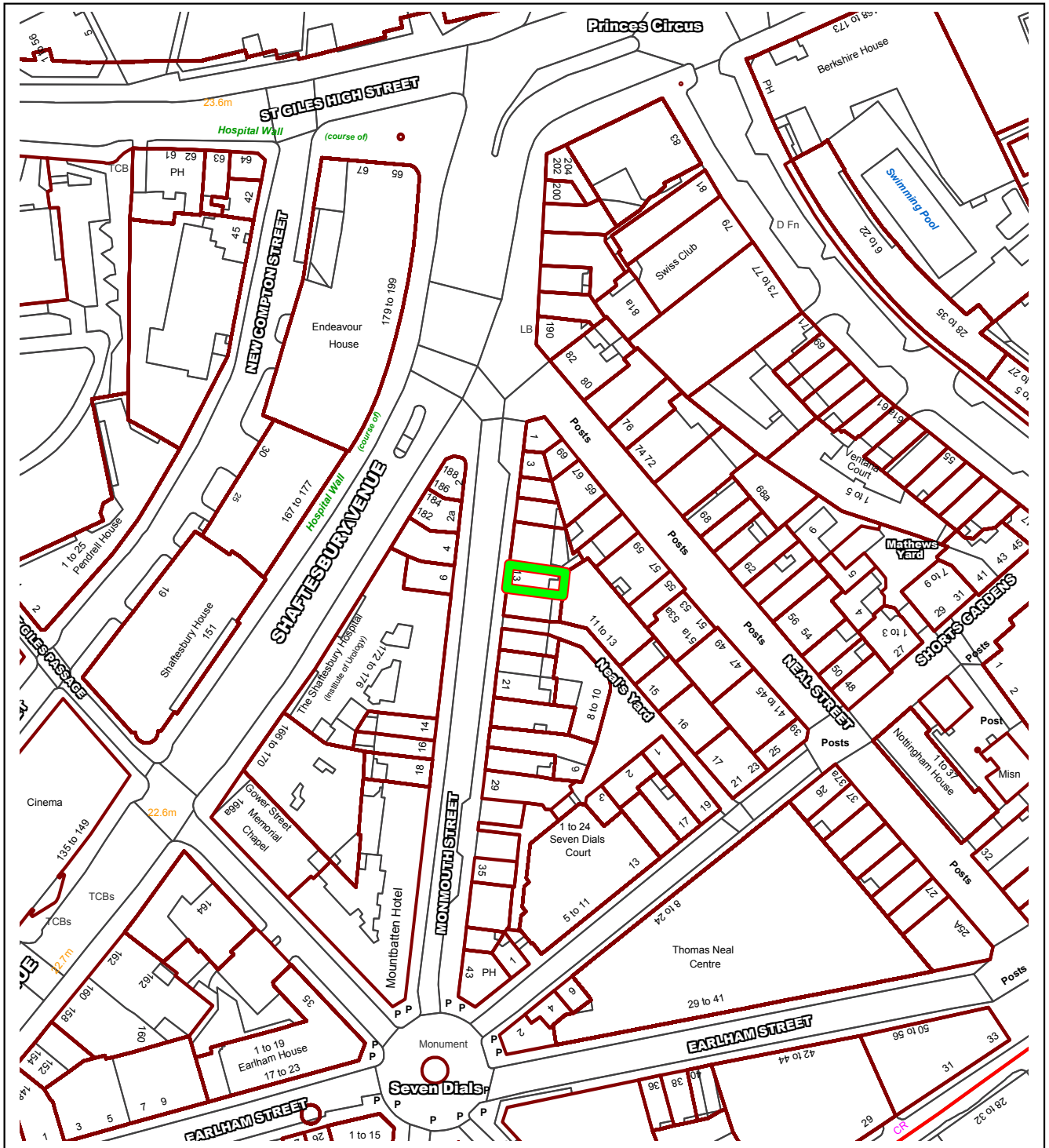


2014/7754/P 13 Monmouth Street – Site Location Plan



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13 Monmouth Street Site photos



Photo 1: Front elevation



Photo 2: Streetscene



Photo 3: Streetscene



Photo 4: Examples of signage and lighting in the street



Photo 5: Examples of signage and lighting in the street

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>11/02/2015</b>
		N/A / attached	<b>Consultation Expiry Date:</b>	29/01/2015
<b>Officer</b>			<b>Application Number(s)</b>	
Mandeep Chaggar			2014/7754/P	
<b>Application Address</b>			<b>Drawing Numbers</b>	
13 Monmouth Street London WC2H 9DA			See draft decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
Change of use from offices (Class B1) at basement & ground floor levels to dual use as retail/office uses (Class A1/B1), including replacement of shopfront and installation of 2 external spotlights.				
<b>Recommendation(s):</b>	<b>Grant planning permission</b>			
<b>Application Type:</b>	<b>Full Planning Permission</b>			
<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>			
<b>Informatives:</b>				



## Consultations

Adjoining Occupiers:	No. notified	03	No. of responses	02	No. of objections	01
			No. Electronic	00		
<p><b>Summary of consultation responses:</b></p>	<p>Site notice erected 08/01/2015 – 29/01/2015 and advertised in the Ham and High on 15/01/2015 – 05/02/2015.            One objection received from No.15 Monmouth Street, summarised below:</p> <ol style="list-style-type: none"> <li>Noise from building work. We have a sound recording studio on the first floor of 15 Monmouth Street which is crucial to the running of our business. Any hammering or drilling work in 13 Monmouth Street will prevent full use of our facility. Our normal working hours are Monday to Friday, 0900 to 1800.</li> </ol> <p>Officer comment: The hours of building working will be controlled by environmental health. Additionally, there are no excavation works proposed at the site, as the scheme proposes a change of use and hence construction works will be minimal.</p>					
<p><b>CAAC/Local groups* comments:</b>            *Please Specify</p>	<p><u>Covent Garden Community Association</u> objected to the application, summarised below:</p> <ol style="list-style-type: none"> <li>Dual use of permission is unlawful. Granting the applicant permission to change use at some point in the future between A1 and B1 without the need to apply for planning permission or consult with neighbouring residents at that time effectively removes these premises from planning control. <i>(Please refer to section 2 of the report)</i></li> <li>The CGCA also believes that the applicant is missing an opportunity to improve the shopfront, as specified in the Seven Dials Study. The Study says: “This unsympathetic 1950s building with horizontal fenestration, in our opinion, makes no contribution the Conservation Area and could be replaced with a new building.” Further, the Study notes that the shopfront for no. 15, which the applicant says the proposals want to match, “could use a new shopfront of more solid, but simple design.” <i>(Please refer to section 3 of the report)</i></li> </ol>					

## Site Description

The property is situated on the east side of Monmouth Street and used as an office throughout the building. The site comprises the front elevation of the property at ground floor level only and change of use of the ground and basement level.

Whilst the property is not listed, it is located in the Seven Dials Conservation Area.

## Relevant History

There is no relevant planning history.

## Relevant policies

### National and Regional Policy

National Planning Policy Framework 2012  
London Plan March 2015, consolidated with alterations since 2011

### LDF Core Strategy and Development Policies

CS1 (Distribution of growth)  
CS2 (Growth Areas)  
CS3 (Other highly accessible areas)  
CS5 (Managing the impact of growth and development)  
CS7 (Promoting Camden's centres and shops)  
CS8 (Promoting Camden's economy)  
CS9 (Achieving a successful Central London)  
CS11 (Promoting sustainable and efficient travel)  
CS14 (Promoting high quality places and conserving our heritage)  
CS18 (Dealing with our waste and encouraging recycling)

DP10 (Helping and promoting small and independent shops)  
DP12 (Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses)  
DP13 (Employment sites and premises)  
DP16 (The transport implications of development)  
DP17 (Walking, cycling and public transport)  
DP20 (Movement of goods and materials)  
DP21 (Development connecting to the highway network)  
DP24 (Securing high quality design)  
DP26 (Managing the impact of development on occupiers and neighbours)  
DP29 (Improving access)  
DP30 (Shopfronts)

### Camden Planning Guidance:

CPG1 Design 2013  
CPG5 Town Centres, Retail and Employment 2013  
CPG6 Amenity 2011  
CPG7 Transport 2011

### Seven Dials Estate Conservation Area Statement (1998)

## Assessment

### 1. Proposal

1.1 The application seeks permission for a change of use from offices (Class B1) at basement & ground floor levels to dual use as retail/office uses (Class A1/B1), including replacement of shopfront and installation of 2 external angled spotlights above. The proposal would create a new separate entrance to the new retail unit and existing office units on upper floors. The existing level access will be maintained. There is no parking to be provided as part of this application.

1.2 The principal considerations material to the determination of this application and summarised as follows:

- Land use
- Design
- Impact on amenity

### 2. Land Use

2.1 The application proposes change of use from office (Class B1) at basement and ground floor level to a dual use as retail/office uses (Class A1/B1). The gross internal floorspace is 70sq.m. The site is currently vacant.

2.2 Policy DP13 states that the Council will retain land and buildings that are suitable for continued business use and will resist change to non-business uses unless it can be demonstrated the building is no longer suitable and there is evidence that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored.

2.3 The applicant has provided the following justification demonstrating the application site is no longer suitable for B1 use; the proposal would allow the flexible use of the building to be used by B1 or A1 use. The change of use to retail would continue to offer employment opportunities; the property is in an established retail area and the ground floor and basement are well suited to a retail use; the ground floor office space does not offer privacy from passers-by; the shopfront and separate office entrance would enhance the street scene; three floors of existing office space would be retained; there is no natural light or ventilation to the basement and is therefore better suited for A1 use. The proposed flexible use as A1/B1 would ensure there would be no loss in the level of employment density.

2.4 The site is located within the Central London area and in a primary frontage. The Council's retail policies encourage the provision of new retail floorspace in appropriate locations. Policy CS7 adopts a sequential approach, and states that priority should be given to locating retail uses within Central London Frontages, and Town or Neighbourhood Centres. The Council would consider these sites before edge of centre or out of centre sites are considered for retail development. The policy intention is to ensure that retail uses are located in existing designated centres that have the greatest access to public transport and are less likely to harm neighbouring amenity, or if they are of such a size that they would not harm those designated centres if located outside. In this case, the site is located on Monmouth Street and within a designated Central London Frontage. Monmouth Street has a number of commercial uses at ground floor level, including shops and restaurants. The proposed retail unit would be relatively small in size and would not attract a significant retail operator that would cause harm to the designated Central London Frontage of Monmouth Street.

2.5 As the proposed unit is located at ground floor level within a shopping centre, it would be well suited to an active frontage that would be provided by Class A1 uses. At present the elevations of the building are largely glazed; however in association with their use as B1, many have been



obscured with internal vinyls, prohibiting views into the building at ground floor level. An active frontage to the ground floor level would contribute to the vitality and vibrancy of the area and in this regard it is considered that the proposed A1/B1 use would benefit the locality.

2.6 As such, it is considered that the proposed change of use would be acceptable and would contribute to the vitality and viability of this part of the Central London area in accordance with the relevant policies of the Local Development Framework and supplementary planning guidance.

### **3. Design**

The proposed changes involve alterations to the shopfront comprising a new aluminium shopfront to match No.15 Monmouth Street, new timber office entrance door, new glazed aluminium door to shopfront, new timber plywood fascia with hardwood beads to edge and 2 new external lights to fascia. The proposed alterations would not detract from the appearance of the building or the conservation area and indeed would enhance the appearance of the property and streetscene in accordance with the objectives of policy DP24. As mentioned above, the increase of an active frontage to the ground floor level would contribute to the vitality of the area. The alterations would preserve and enhance the character and appearance of the Seven Dials conservation area.

### **4. Impact on amenity**

4.1 The application site is predominantly surrounded by commercial premises. Policy DP12 seeks to ensure that the development of shopping, services, food, drink and entertainment uses do not cause harm to the local area or amenity of neighbours and particularly DP12 c) considers the impact on residential amenity. As there are no residential units within close proximity to the site, it is considered that there would be no harm to the amenity of residential occupiers.

### **5. Conclusion**

5.1 The proposed change of use from office (class B1) to flexible A1/B1 is supported by planning policy as discussed in the above assessment. The use would not prohibit the viability of the office floorspace above.

5.2 There would be no material harm to amenity. The proposed changes to the shopfront are considered appropriate and would not give rise to any adverse impact to the character and appearance of the host building or surrounding area.

#### **DISCLAIMER**

Decision route to be decided by nominated members on Tuesday 5<sup>th</sup> May. For further information please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'members briefing'

Mr Robert Say  
Fresson and Tee Ltd  
1 Sandwich Street  
London  
WC1H 9PF

Application Ref: **2014/7754/P**  
Please ask for: **Mandeep Chaggar**  
Telephone: 020 7974 **6057**

21 April 2015

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990 (as amended)

**Full Planning Permission Granted**

Address:  
**13 Monmouth Street**  
**London**  
**WC2H 9DA**

**DECISION**

Proposal:

Change of use from offices (Class B1) at basement & ground floor levels to dual use as retail/office uses (Class A1/B1), including replacement of shopfront and installation of x2 external spotlights.

Drawing Nos: 22438-04, 05, 06, 07, 08, Design and Access Statement and Heritage Statement, Location Plan, Statement of Justification.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).



- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans

22438-04, 05, 06, 07, 08, Design and Access Statement and Heritage Statement, Location Plan.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 You are advised that if implemented, the alternative use permission hereby granted gives flexibility of use for 10 years from the date of this permission. After 10 years the lawful use would revert to whichever of the uses is taking place at the time.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

**DRAFT**

**DECISION**