

RL/P5782
03 June 2015

London Borough of Camden
Regeneration and Planning
5 Pancras Square
London
N1C 4AG

For the attention of: Simon Vivers

Dear Sirs

Town & Country Planning Act 1990 and Planning (Listed Buildings & Conservation Areas) Act 1990
29 Neal Street, London, WC2H
Planning and listed building application for a replacement shop front at 29 Neal Street.

Planning Portal Reference: PP-04219303

On behalf of our client and the applicant, Shaftesbury Covent Garden Limited, we submit a full planning and listed building application for the provision of a new shopfront. We enclose with this letter a cheque for the requisite planning fee of £195.00. Electronic copies of all application documents have been submitted online via the Planning Portal.

Site Description

The property, 29 Neal Street is located within the shopping district of Seven Dials along the western elevation of Neal Street and forms part of the larger warehouse building; Thomas Neal's Centre. The property comprises a basement, ground and three upper floors. The basement and ground floor are occupied as retail Class A1, with the first, second and third floors occupied as residential accommodation, Class C3. This application relates solely to ground floor shopfront.

The property is located within Seven Dial's Conservation Area and is statutorily Grade II Listed. English Heritage notes the following historical and architectural description for 29 Neal Street:

"Terraced house and shop. Probably early C18, restored early C19. Multi-coloured stock brick. 4 storeys and basement. 2 windows. C20 Shop front. Gauged red brick flat arches to recessed sash windows with early C19 glazing bars. Continuous 3rd floor workshop window with segmental arch. Restored parapet. INTERIOR: not inspected."

The Proposal

On 14th April 2015, planning and listed building consent (ref. 2015/0508/P and 2015/0865/L) was approved by the Council for the *"replacement of existing shopfront with new timber shopfront with*

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glazing and lead finishing”.

This application seeks the same works, as was consented by officers in April 2015, for:

- the installation of a new traditional timber shop front with extended glazing panel,
- the removal of existing 'stick-on' glazing bars,
- the removal of shutter boxing and bulky fascia sign,
- the installation of traditional lead flashing and 'toothed' detailed corncicing, and
- a newly glazed entrance door with traditional glazed fanlight with unit number detail.

However, a couple of unforeseen amendments are necessary to the consented scheme under permissions ref. 2015/0508/P and 2015/0865/L due to design and structural issues. Upon implementing the newly consented scheme, contractors working on site discovered unexpectedly a large structural timber beam which is lower than normal and would sit across the proposed shopfront glazing. Subsequently, in addition to the above works, this application proposes the following minor alterations from that of the consented scheme;

- a lower glazing panel which sits below the existing timber beam,
- an extended fascia level with cornice detail to maintain appropriate fascia signage, and
- the removal of the existing transom line which would appear squashed and inappropriate given the reduced glazing height.

Please refer to existing and proposed drawings numbered; 22489 – E02; 22489 – P02 Rev E and 22489 – P02 Rev E for further details.

Planning Policy Consideration

The applicant seeks to maximise the potential of the building and existing retail accommodation through enhancing its external appearance with the reinstatement of a traditional shopfront and incorporation of original features and design detail.

The principal of works proposed was considered acceptable by the Council and in accordance with Core Strategy Policy CS14 (Promoting High Quality places and Conserving Our Heritage), Development Plan Policy DP30 (Shopfronts) and CPG1, Part 7 (Shopfronts) in assessment of the previous application (ref. 2015/0508/P and 2015/0865/L).

This application seeks to remove the previously proposed transom line make minor amendments due to the unfortunate design implications the discovered structural timber beam has on the appearance of the revised shopfront. As a result of the fascia sign being lowered, the glazing between the consented transom line and the bottom of the fascia would be minor and appear disproportionate. Working with the project team, we have therefore concluded it sensible to remove the consented transom line, extend the fascia down in order to cover existing timber beam and incorporate a traditional cornice detail to maintain the consented fascia sign height.

The proposal has taken careful consideration of Camden's planning guidance, comments received from officers during the previous application and example shopfront design details pertained within the Seven Dials Renaissance Study.

Summary and Conclusion

The new shopfront would be remain in keeping with the recently consented scheme by officers, while

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allowing a design which can be built out by contractors. The proposal will provide an elegant shopfront for future retailers, with the removal of excess bulk and clutter at fascia level which is considered to detract from the buildings historic qualities. The design has removed the consented transom line due to structural issues but introduced a new horizontal cornice detail to maintain suitable design proportions.

We trust that the application along with its submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit please do not hesitate to contact the under-signed.

Yours sincerely

A large black rectangular box used to redact the signature of Rupert Litherland.

Rupert Litherland
Rolfe Judd Planning Limited