

PLANNING SUBMISSION DOCUMENT

DESIGN AND ACCESS STATEMENT

Planning application for the new CLUB MONACO shop at 35-37 Monmouth Street

CLUB MONACO
35-37 Monmouth Street
London
WC2H 9DD

Prepared by

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Issue 01 (Planning Issue) 28th May 2015

1.0 Introduction

- 1.1 This Planning, Heritage Design and Access Statement is submitted in order to support the application for the proposed works to the Shop front facade at 35-37 Monmouth Street.
- 1.2 The property (on the ground and lower ground floors) has been used as a shop has been used for retail for many years. It was formerly a menswear Gieves and Hawkes store. The store will now be operated by CLUB MONACO (a subsidiary of RALPH LAUREN) – this is a women's wear brand with a strong heritage aesthetic that supports genuine craft-persons / and high quality artisanal style. For these reasons, the facade design approach is strongly in keeping with the heritage of the area, it fits in very well with the brand image.
- 1.3 The applicant wishes to improve and restore elements of the traditional facade. The property already represents the quality of Central London traditional masonry architecture; strong well defined materials, discrete proportions, re-strained but always beautiful and elegant decorative aesthetic details. The design approach used here which supports traditional materials is in line with the areas Conservation policy guidelines and therefore we feel largely supportive to the Planning control process.

2.0 Background to the proposal

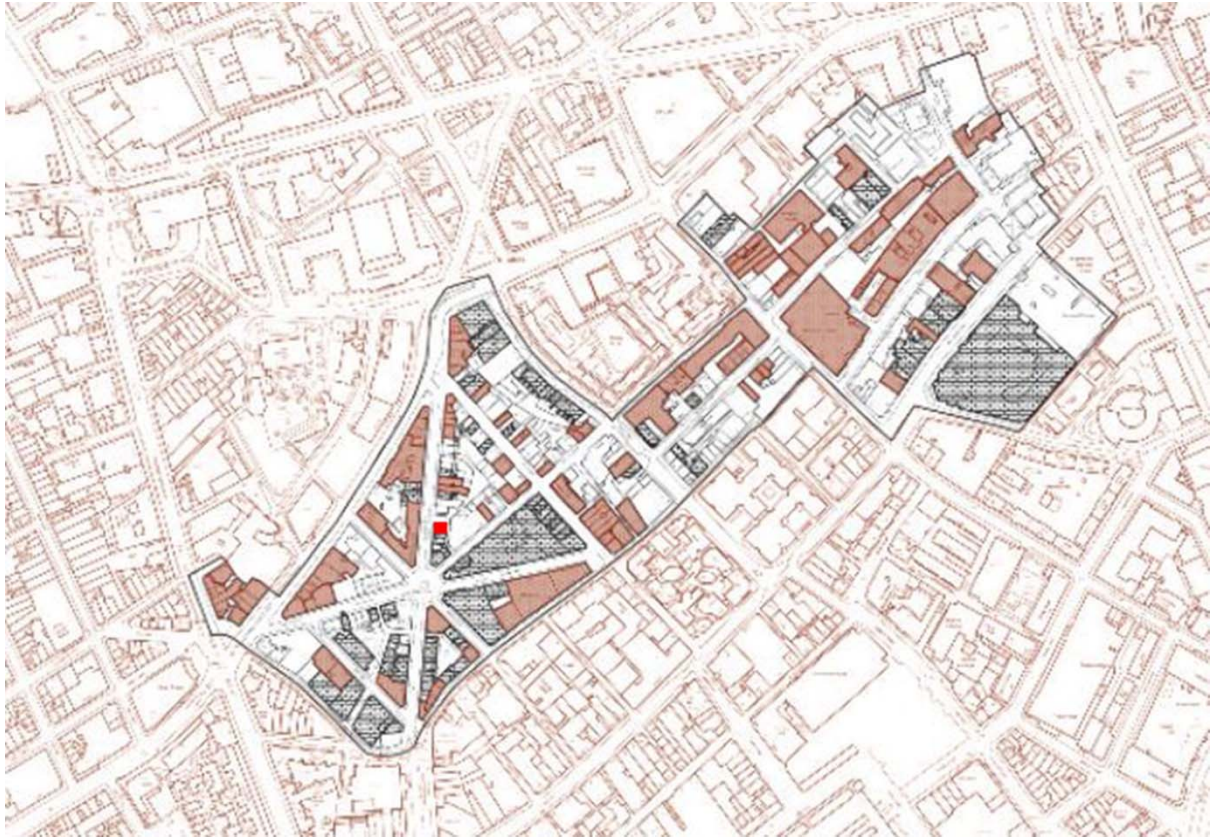
- 2.1 **Ownership** The building is owned by Shaftesbury Covent Garden Limited 22 Ganton Street, Carnaby, London, W1F 7FD so there are a series of landlord conditions which are imposed by the owners that oblige the tenant to look after and preserve the quality of the Building.
- 2.2 **Lease** The Lease for 35-37 Monmouth Street has been negotiated by the applicants for a significant tenancy so the investment in the facade and the planning of the property is significant for CLUB MONACO team. This is reflected in the quality of design and workmanship indicated as requirements on the planning drawings.

3.0 Site Location/Description

- 3.1 The property is located at the 35-37 Monmouth Street. This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest. It belongs to the conservation area of Seven Dials (Covent Garden). See appendix A.
- 3.2 The locality is serviced by local amenities with many public transport links, public services and facilities in very close proximity.
- 3.3 In 2014 the ground floor and basement of the 35-37 Monmouth Street were linked internally, with a new staircase location and part replacement of the shop front of number 37.
- 3.4 The building is facing Monmouth Street and has also access through the basement to a shared corridor that leads to Neal's Yard. Over the entrances there are 2 brackets to hold a blade sign.
- 3.5 The fascia panels are timber currently painted in white. The same paint finish is applied to the below window stall risers. This paint finish is to be replaced with a coloured paint in a carefully selected tone of grey.

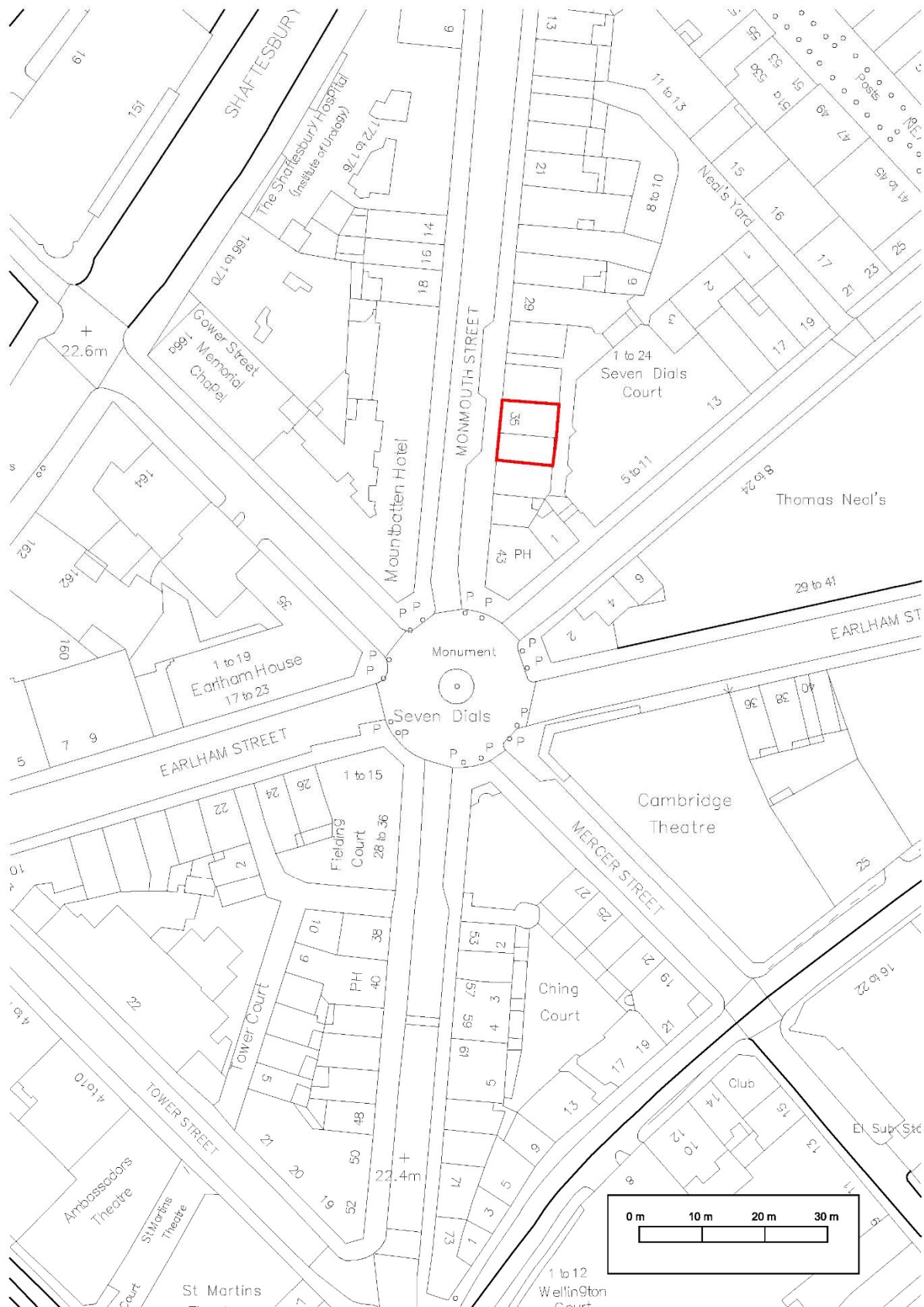
Conservation area

Seven Dials (Covent Garden)



Site plan

35-37 Monmouth Street



Picture 01

Existing façade.



Picture 02

Façade before 2014



Pictures 03 and 04

Façade before 2009



4.0 Pictures from 01 – 04

4.1 See appendix E for internal pictures.

5.0 Existing Use

5.1 The building use remains as per the original use. No change is proposed.

6.0 Proposed Use

6.1 It is therefore proposed there is no change to the building use.

7.0 Internal Works and Layout

- 7.1 The internal design will include some plasterboard partitions and build up walls to simplify the store shape and add the fitting rooms.
- 7.2 The internal design will include a stair in a more traditional design than the existing timber stair.
- 7.3 With regard to the staff amenity area this is located in the basement, as per existing previous condition.

8.0 External and Appearance

- 8.1 **Brickwork** All the existing details of the Facade will be retained. The London stock and the polychromatic detailing are all intrinsic to the main structure. No structural changes are proposed.
- 8.2 **Shop Front** The shop front proposal retains all the existing window frame and mullion details on no.35 which are all the elements that form part of the historic heritage that should be preserved in accordance with the Seven Dials Renaissance Study Volume1 1998. See appendix B. Shop front of no.37 was partially replaced in 2014. The proposal for this shop front as suggested in the Seven Dials Renaissance Study Volume1 1998 is to use no.35 design as a model, rising up the window sill to line up no.35, replacing the mullions for a thinner and moulded mullions and locating a grill for ventilation in the inlet below the windows. See appendix C.
- 8.3 **Signage** There are two existing iron brackets on top of the shop front. Proposing a blade sign (1000 x 600 mm) similar to the existing ones in the street. The existing signage fascias are to be retained and re painted. There will be a separate Advertising consent submitted for the signage of course in accordance with statutory requirements.
- 8.4 **Main Entrance Door** The applicant proposes to leave as main door the right-centred no.35 door.
- 8.5 **Security Glass** The applicant proposes to replace the existing 5.5 mm single glass for a security laminated glass with respect of the heritage. This glass will sit in the existing frame that will be adapted to the new glass thickness.
- 8.6 **Awning Proposal** The applicant proposes a modest and traditionally detailed fabric retractable shop awning. The arrangement will be as per the detailed drawings. A section of the awning detail is attached in Appendix D.

9.0 Planning Policy

- 9.1 It is understood that development proposals are required to comply with relevant development plan policies, and the following National and Local policies are considered pertinent to this proposal:

Development Policy DP30 (Shop fronts) expects a high standard of design in new and altered shop fronts. Design consideration should be given to the relationship between the shop front and the upper floors of the building and those surrounding properties. The proposal has taken particular consideration to the adjacent premises 35 Monmouth Street (which is recognised as a Shop front of Merit) to provide a cohesive design which realigns the two frontages together.

Development Management Policy DP25 (Conserving Camden's Heritage) seeks to maintain the character of Camden's historic Conservation Areas and listed buildings; permitting development only which preserves and enhances the character and appearance of the area or listed building. The proposal seeks a final approach to the historic character, not only on proportions but also in the quality of detail.

10.0 Heritage Statement

- 10.1 The building at 35-37 Monmouth Street is listed and the importance of preserving the fine details and composition of the facade is recognised by the applicant.
- 10.2 According to the Conservation Area Statement – Seven Dials (Covent Garden) the shopfront at no.35 is a shopfront of Merit as it contributes to the character of the area and are of townscape merit.
- 10.3 Materials that have been preserved include
 - 10.3.01 Poly-chromatic brickwork – no changes are made to the brickwork in this proposal
 - 10.3.02 Timber detailing (for the shop windows) – all retained and repaired and enhanced in no.35 and replaced and repaired in no.37 to match no.35 as listed in the earlier text.

11.0 Access and Accessibility

- 11.1 The existing vehicular access to (see site plan) is unchanged. All pavements and vehicular accesses remain per existing conditions.
- 11.2 There is a small stair pedestrian access to the lower ground (basement) zone at the back of the building, from Neal's Yard, through a shared corridor. This may be used as a practical access into the staff amenity area or for the collection of refuse.

12.0 Further information

12.1 Please refer to the following drawings and related data when reading this statement:

- 404 L 01 01 - Site Plan 1:1250
- 404 L 01 02 - Location Plan
- 404 EX 02 01 - Existing ground floor plan
- 404 EX 02 02 - Existing basement floor plan
- 404 EX 03 01 - Existing elevations
- 404 L 02 01 - Proposed ground floor plan
- 404 L 02 02 - Proposed basement floor plan
- 404 L 02 03 - Proposed ground floor flooring plan
- 404 L 02 04 - Proposed basement floor flooring plan
- 404 L 02 05 - Proposed ground floor RCP
- 404 L 02 06 - Proposed basement floor RCP
- 404 L 02 07 - Proposed ground floor services plan
- 404 L 02 08 - Proposed basement floor services plan
- 404 L 03 01 - Proposed external elevation
- 404 L 03 02 - Proposed ground floor elevations 1
- 404 L 03 03 - Proposed ground floor elevations 2
- 404 L 03 04 - Proposed basement floor elevations
- 404 L 24 01 - Proposed stair details

13.0 Summary

- 13.1 Detail considerations have contributed to the design for the CLUB MONACO façade, its signage and the lighting scheme. This has been carefully orchestrated in order for the design to blend and respond in a highly complementary way with the historic context.
- 13.2 The applicant's vision is for a traditional appearance facade with the use of high craft details and design and a modern/contemporary finishes approach with subtle toned colours and robust, well engineered finishes that will stand the test of time and patina with natural weather processes.

13.0 Appendix A

Listed buildings

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: No name for this Entry

List Entry Number: 1322120

Location

35, MONMOUTH STREET

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 15-Jan-1973

Date of most recent amendment: Not applicable to this List entry.

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 477523

Asset Groupings

This List entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List Entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ3081SW MONMOUTH STREET 798-1/105/1135 (East side) 15/01/73 No.35

GV II

House with later shop. Probably early C18 with early C19 alterations. Multi-coloured stock brick. 4 storeys and basement. 2 windows. C20 reproduction shopfront. Gauged flat yellow brick arches to recessed sash windows. Between first floor windows panel painted with inscription "Pictorial postcards & general stationery". Parapet. INTERIOR: not inspected.

Listing NGR: TQ3007681132

Selected Sources

Legacy Record - This information may be included in the List Entry Details

Map

National Grid Reference: TQ 30076 81132

The below map is for quick reference purposes only and may not be to scale. For a copy of the full scale map, please see the attached PDF - [1322120.pdf](#) - Please be aware that it may take a few minutes for the download to complete.

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List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: No name for this Entry

List Entry Number: 1322121

Location

37, MONMOUTH STREET

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 15-Jan-1973

Date of most recent amendment: Not applicable to this List entry.

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 477524

Asset Groupings

This List entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List Entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ3081SW MONMOUTH STREET 798-1/105/1136 (East side) 15/01/73 No.37

GV II

Terraced house with later shop. Probably early C18 with early C19 alterations. Multi-coloured stock brick with plain brick band at 3rd floor level. 4 storeys and basement. 2 windows. C20 reproduction shopfront. Gauged red brick cambered arches to recessed sash windows some with original glazing bars. Parapet. INTERIOR: not inspected.

Listing NGR: TQ3007681127

Selected Sources

Legacy Record - This information may be included in the List Entry Details

Map

National Grid Reference: TQ 30076 81127

The below map is for quick reference purposes only and may not be to scale. For a copy of the full scale map, please see the attached PDF - [1322121.pdf](#) - Please be aware that it may take a few minutes for the download to complete.

14.0 Appendix B

Seven Dials Renaissance study volume 1, 1998 (page 52)



No. 35.

An early 18th century house, heightened, refaced and a shop front installed in the early 19th century. It was restored circa 1983, and is satisfactory in its present condition.

No. 37 Dry Cleaners.

An original early 18th century house which was heightened a storey and refaced in the early 19th century. A shop front was added at that time but replaced with the present inadequate 'traditional' design circa 1983.

The shop front, though of traditional timber design, is rather poorly proportioned, and the louvred ventilators in the stall riser are an inappropriate detail. The fascia should be placed higher, to line up with the adjoining properties.

A brass grille would be a more appropriate treatment for the ventilator.



When the opportunity arises, this shop front should be replaced with a more accurate and better proportioned design. The adjoining shop front at No. 35 or at No. 27 provide models which could be followed. The glazing height and the fascia should line up with No. 35. The flood light fittings are obtrusive and should be removed.

No. 39.

An original three-storeyed house dating from the early 18th century but refaced and a shop front added in the early 19th century.

The present shop front was inserted circa 1983 in a traditional manner. The painted graining is an appropriate treatment, but the signs and lighting are somewhat obtrusive.

There are good old console brackets. The top of the shop fascia lacks a proper cornice. This could easily be added and would enhance the authenticity of the design.

The top of the cornice should line up with the tops of the console brackets, at present the latter poke up on either side like a pair of donkey's ears. The lettering is not properly related to the fascia, and this could be re-organised so as to fit better into the available space. The obtrusive flood lights are inappropriate and should be removed. The brickwork of the upper storeys has been somewhat crudely cleaned and would benefit from being 'soot-washed'.



No. 41 Undertakers.

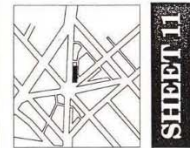
The elevation of four storeys and two bays wide is a plain Victorian design. The clock on a projecting bracket is an important feature of the Conservation Area. The shop has a well preserved verre eglomise fascia of a type now rare, and this should be preserved. Altogether, this has the atmosphere of an old established family business and is best kept as it is.

No. 43 'The Crown'.

This is the most distinguished building facing Seven Dials. The stucco is handsomely painted in cream, and the existing signs are good. Originally the facade was topped off with a small dome and a large gilded crown which were among the more idiosyncratic ornaments of the area. It may be that these could in due course be restored? They are recorded in several late 19th century photographs of Seven Dials. There is also scope for more hanging flower baskets and window boxes, such as appear to good advantage on the 'Two Brewers'. The tree outside is in urgent need of pruning and or replacement, together with removal of the redundant lamp column.



PROPOSALS ■ DESCRIPTION ■ FACADE



SHEET 11

MONMOUTH STREET North Section - East Side

With traffic management measures that reduce through traffic, the pedestrian crossing adjacent the Crown could be revised in favour of a speed table, reducing visual clutter.



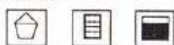
SEVEN DIALS MONUMENT CHARITY
68 Dean Street Soho London W1V 5HD
Tel 0171 437 5512 Fax 0171 437 6612

No. 35.

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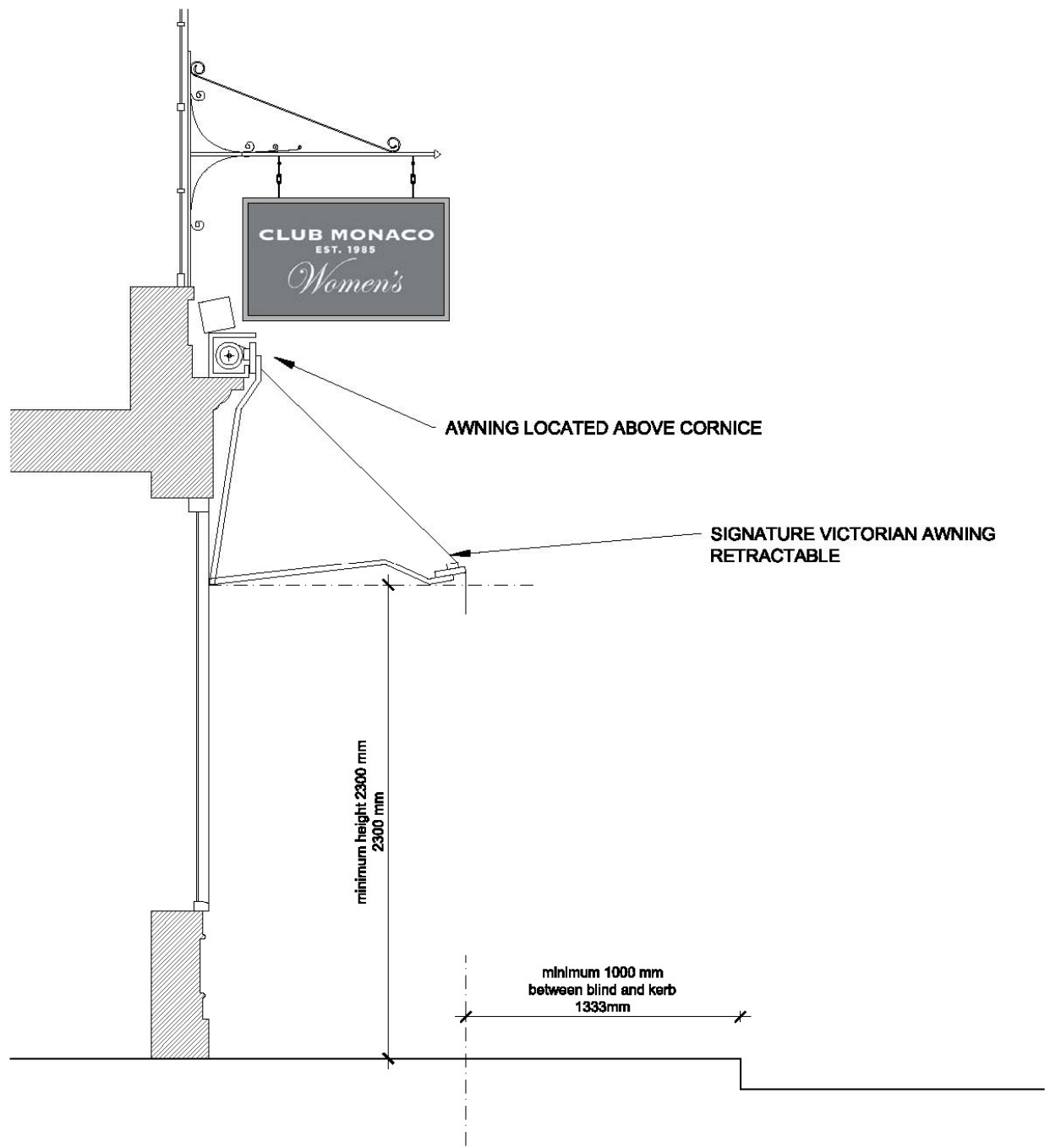
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15.0 Appendix C Proposed front elevation



16.0 Appendix D – Awning Proposal



17.0 Appendix E – Pictures



Internal front elevation no.37



Internal front elevation no.35



Internal staircase



External façade no.35



Internal staircase from ground floor



Internal staircase from basement floor