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BY ONLINE SUBMISSION ONLY

8 January 2016

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

48 Monmouth Street, London, WC2H 9EP

ADVERTISEMENT AND LISTED BUILDING CONSENT FOR THE INSTALLATION OF EXTERNAL SIGNAGE ALONGSIDE INTERNAL ALTERATIONS IN CONNECTION WITH THE USE OF THE BUILDING AS A1 (SHOP)

We write on behalf of our client, Estee Lauder, in order to submit advertisement and listed building consent applications for the installation of external signage, alongside internal store refurbishments at the above address. In connection with the use of the premises as an A1 (shop), the works will allow occupation by the retailer, Le Labo.

In connection with the applications, the following documents have been submitted online via the Planning Portal (REF: PP-4735283 and PP-04742669):

- Location plan (scale 1:1250);
- Advertisement application form;
- Listed building application form;
- Ownership Certificate B;
- Accompanying drawings;
- Scope of works;
- This Cover Letter (incorporating Historic Building Impact Assessment); and
- A payment of £110 has been made via the Planning Portal website (there is no fee required for the Listed Building Application).



Site Description and its Surroundings

The site

48 Monmouth Street is a Grade II listed property located within Seven Dials (Covent Garden) Conservation Area. It was first listed on the 12th April 1990 and copy of the listing description is provided below (42-48 Monmouth Street, ENGLISH HERITAGE BUILDING ID: 1322123).

“Terrace of 4 houses with later shops. c1792-3. Brown stock brick with slate mansard roofs and dormers. EXTERIOR: 3 storeys, attics and basements. 2 windows each. Nos 42 & 44 with late C19 wooden, pilastered shopfronts and panelled house doors with fanlights. Nos 42 and 48 C20 shopfronts. Gauged brick segmental arches to recessed 2 and 4-pane sashes on upper floors. Coped parapet. Rear elevations with wall stacks, 2 with angled flues and chimney surrounds; sashes with gate stops. INTERIORS: with closed string staircases having square section balusters, moulded handrails and simple Doric newels; top landing newels with extra Doric colonnette where handrails intersect. All with moulded wood architraves. No.42, alcove forming glazed china cabinet in front room. No.44, 1st floor with C18 marble fireplace, 2nd floor with cornice and late C18 fireplace, 3rd floor, late C18 fireplace. No.46 with plain dado panelling and matching door architrave, late C18 moulded plaster cornice in 1st floor front room. No.48, 1st floor rear left room, panelled dado and later C18 corner fireplace with dentil cornice. Front 1st floor room with panelled dado. HISTORICAL NOTE: these houses retain the scale and plot size and reuse features of earlier houses on the site erected by Thomas Neale”.

32 Monmouth Street is 4 storeys in height with a basement. The ground floor is currently vacant but was recently in use as a retail unit and was occupied by retailer SCREEN FACE.

The surroundings

The building is located on the western side of Monmouth Street which is a popular shopping street in Seven Dials. Monmouth Street is predominately comprised of A1 retail units, with the majority of these occupied by small independent retailers. A roundabout linking Monmouth Street, Earham Street, Shorts Gardens and Mercer Street is approximately 185ft to the north of the building.

Relevant Planning History

Research of the online statutory register provided by Camden Council has revealed the following relevant planning history records for the site, as detailed in **Table 1** below.

Reference	Proposal	Decision
2005/0090/L	Internal alterations associated with the conversions of the upper floors to a single residential maisonette	Withdrawn
2005/0089/P	The flexible use of the first, second and third floors for either Class B1 (office) use or as Class C3 use as a self-contained two bedroom residential unit.	Withdrawn
LS9704553R2	The display of a fascia sign and the erection of a retractable canvas awning with the same	Grant LB consent with conditions 26/09/1997

	sized sign as on the fascia, as shown in drawing nos 073/EL002, 003, 004 and XX002	
AS9704552R2	The display of a fascia sign and the erection of a retractable canvas awning with the same sized sign as on the fascia, as shown in drawing nos 073/EL002, 003, 004 and XX002	Grant approval for advertisement 26/09/1997
LS9604164	Erection of a hanging sign on a bracket for each shop and the erection of a plaque for the building number of each shop, as shown on drawing numbers 14355/27A (plus extract for No.42) and /29.	Grant LB Consent with conditions 30/10/1996
AS9604164	Erection of one square hanging sign (non-illuminated) for each shop, 0.6m by 0.6m on a bracket, as shown drawing numbers 14355/27A (plus extract of 27A for No. 42 and /29)	Grant approval for advertisement – there are no public documents for this application
9570331R1	Internal alterations associated with the conversion of the upper floors to residential use and the installation of a new shop front, as shown on drawing numbers 14355/1, 9, 10, 12, 13, 19, 20 & 21	Grant LB Consent with conditions 25/01/1996
9501779R1	Dual use of the first, second and third floors for either Class B1 (office) use or as a self-contained two bedroom residential unit and the installation of a new shopfront to allow for separate access to the upper floors, as shown on drawing numbers 14355/1, 9, 10, 12, 13, 19, 20 & 21.	Grant permission subject to Section 106 25/01/1996
9570396	Internal alterations to basement and second floor rear room, as shown on drawing number 14355/15	Grant LB consent with conditions 08/12/1005

Table 1: Site Planning History

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. Where there is a difference in policy, Section 38(5) requires that the most recently adopted policy takes precedence.

The Statutory Development plan for Camden Council comprises:

- Camden Core Strategy 2010 – 2025 (adopted 2010)
- Camden Development Policies 2010-2025 (adopted 2010)

Camden Council is under legal duty to have regard to all material considerations. This includes the Government's National Planning Policy Framework (NPPF) (2012) alongside Supplementary Planning Guidance and Documents (SPG and SPD). These include:

- Camden Planning Guidance 1 Design (adopted 2015)
- Camden Planning Guidance 5 Town centres, retail and employment (adopted 2013)
- Seven Dials Estate conservation area appraisal and management strategy (1998)

Proposals Map

The adopted planning policy map designates the site as follows:

- Archaeological Priority Area
- Central London Area (Clear Zone Region) CLA
- Seven Dials (Covent Garden) Conservation Area



Map 1: extracted policies map from Camden Council

Camden Core Strategy 2010 – 2025 (adopted 2010)

Policy CS14 (Promoting high quality places and conserving our heritage)

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by requiring development of the highest standard of design that respects local context and character and by preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.



Camden Development Policies 2010-2025 (adopted 2010)

Policy DP10 (helping and promoting small and independent shops)

The Council encourages the provision of small shop premises suitable for small and independent businesses.

Policy DP30 (shopfronts)

The Council will expect a high standard of design in new and altered shopfronts. When considering proposals for shopfront development, the Council will consider:

- The design of the shopfront or feature;
- The existing character, architectural and historic merit and design of the building and its shopfront; The relationship between the shopfront and the upper floors of the building and surrounding properties;
- The general characteristics of shopfronts in the area; and
- Community safety and the contribution made by shopfronts to natural surveillance.

Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shopfronts survive, its design should complement their quality and character. The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located.

Policy DP24 (securing high quality design)

The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design. The Council will consider:

- Character, setting, context and the form and scale of neighbouring buildings;
- The character and proportions of the existing building, where alterations and extensions are proposed;
- The quality of materials to be used; and
- The provision of visually interesting frontages at street level.

Policy DP25 (Conserving Camden's heritage)

In order to maintain the character of Camden's conservation areas, the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. To preserve or enhance the borough's listed buildings, the Council will not permit development that it considers would cause harm to the setting of a listed building.

Paragraph 25.12 states that the Council has a general presumption in favour of the preservation of listed buildings. Paragraph 25.13 states that in order to protect listed buildings, the Council will control external and internal works that affect their special architectural or historic interest. Consent is required for any alterations, including some repairs, which would affect the special interest of a listed building.



Policy DP26 (Managing the impact of development on occupiers and neighbours)

The Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity.

Material Considerations

Camden Planning Guidance 1 Design (adopted 2015)

Development will only be permitted within conservation areas that preserve or enhance the character and appearance of an area.

Shopfronts

Lettering on fascia signs should be proportionate to the scale of the shopfront and colour schemes for shopfronts and in particular the projecting framework should be carefully considered, particularly in conservation areas and for listed buildings. Proposals should be accompanied by full details of materials, finishes and colours.

Advertisements and Signs

Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Generally advertisements will only be acceptable at fascia level or below.

Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Camden Planning Guidance 5 Town centres, retail and employment (adopted 2013)

The site falls within the Central Activity Zone and has a primary frontage, in accordance with Town Centres, Retail & Employment guidance. The policy direction is to protect the retail role of Covent Garden and the specialist retail uses.

Seven Dials Estate conservation area appraisal and management strategy (1998)

Policy SD2 states that appropriate design for the Conservation Area can reflect both the historic and the modern context and both traditional and contemporary materials may be appropriate.

Policy SD7 states that in all cases, existing/original architectural features and detailing characteristic of the Conservation Area should be retained and kept in good repair, and only be replaced when there is no alternative, or to enhance the appearance of the building through the restoration of missing features.

Policy DP19 states that shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated



or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.

National Planning Policy Framework (NPPF) (March, 2012)

Section 7 (*Requiring Good Design*) states that “advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

Paragraph 132 of Section 12 (*Conserving and Enhancing the Historic Environment*) sets out a presumption in favour of conservation when considering applications for development that impact the significance of a designated heritage asset. The more important the asset, the greater the weight should be.

In determining planning applications, Local Planning Authorities (LPA's) should take into account the desirability of sustaining and enhancing significant heritage assets; the positive contribution that conservation of heritage assets can make to sustainable communities; and the desirability new development making a positive contribution to the local character and distinctiveness of an area (paragraph 131).

When considering applications for development that affect the significance of a heritage asset, this harm should be weighed against the public benefits of the proposal (paragraphs 133 and 134). A balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset (paragraph 135).

The proposal - Design and Access Considerations

In line with Article 8(1) of the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013, this application does not include a separate Design and Access Statement as the proposal is for development within a designated area that does not create any additional floorspace.

Paragraph 14.19 of Camden's Core Strategy stipulates that a Design and Access statement is required for developments to show how the principles of inclusive design, ensuring access for all, have been integrated into the proposed development, and how inclusion will be maintained and managed. This has been considered, having regard to the proposed internal and external alterations to the unit, and thus the following sub-sections discuss design and access considerations and highlight the benefits of the proposed development in the context of relevant planning policy.

The Proposal – Advertisement Consent

The proposal seeks advertisement consent for external signage, in line with the new occupier, La Labo. The unit is currently lying vacant with no letterings on the front fascia of the unit. There is an existing hanging sign located above the front façade, which currently does not have letterings on. New signage is therefore required to improve the aesthetics of the unit and to meet the requirements of the new occupier. It is important to note that full advertisements were in place with the previous occupier before they vacated the unit and this application simply seeks to introduce minor improvements to these.

Fascia sign

The proposed signage is in-keeping with the commercial nature of the retail unit and has been sensitively designed so as not to dominate the special character of the listed building. This is in accordance with Policies



DP25 and DP30 and Camden's Design Planning Guidance, which seek to preserve the listed buildings special architectural interest.

The proposed signage, detailing "PARFUMERIE" will comprise 10 flush painted individual letters. The height from the ground to the base of the advertisement will be 3370mm. The advertisement measures 210mm in height and 1900mm in width. The letters will be finished in gold paint on an invisible green (colour) painted background. These will not be illuminated and have been sensitively designed to not dominate the listed building, whilst respecting the fact Monmouth Street is commercial in nature at ground floor level.

Projected Hanging Sign

An existing projected hanging sign is located above the fascia and the proposal relates to this. The height from the ground to the base of the advertisement signage is 4890mm.

The proposed sign will be composed of sheet steel and the letterings will be cut out of this. The sheet steel will be mounted onto a 1mm thick brass sheet plate and this will be fixed onto the existing wooden signboard. The sign measures 500mm in height and 700mm in width and the proposed letters measure 500mm in height, 300mm in width and 2mm in depth. This will not be illuminated.

The Proposal – Listed Building Consent

This application seeks listed building consent for a number of minor internal changes to the retail unit. The prominent location and status of the building as a heritage asset is recognised and as such a considerable level of detail outlining the proposed works has been submitted with this application, including accompanying drawings and a scope of works document.

Proposed internal changes include the removal of the old kitchen, tiles and glass, all existing furniture, flooring and the drop ceiling. In order to ensure the unit is suitable for the incoming tenant, various renovations are required including the installation of new oak floor boards, tiles, steel plinths, radiator covers and ceiling lighting. The unit will also see the installation of a mixing lab and furniture within the 'back room'.

In considering proposals within this built-up area, regard should be given to the existing components of the built form. The unit is located on Monmouth Street and is surrounded by commercial properties at ground floor level. It is considered that this proposal will complement the surrounding areas, by bringing the vacant retail unit back into use and improving the external appearance of 48 Monmouth Street, in line with policy CS14, DP30, DP24, DP25 and Camden Planning Guidance 1 Design.

The works are largely needed for operational reasons and to help bring the vacant unit back into commercial use, in line with policy DP10. The changes proposed will not impact the heritage status of the building or the structure of the building, but instead will enhance the overall look of the retail unit and will complement the surrounding buildings, in line with Policies CS14, DP10, DP24 DP25 and Camden Planning Guidance 1 Design.

Other aesthetic improvements

The existing front façade will be retained and redecorated with an invisible green (colour) painted finish to freshen up the appearance of the exterior, whilst respecting the building's heritage value. It is emphasised that this application seeks aesthetic improvements to the exterior of the building by introducing high quality



signage on a painted background in line with the requirements of La Labo. These improvements will both enhance and respect the building's heritage value and are considered in conformity with local planning policy.

Access

There would be no obstruction to the store entrance, ensuring that safe access and means of escape is maintained at all times. As such, the proposal will not cause obstruction to pedestrians, in accordance with local planning policy CS14.

Historic Building Impact Assessment

48 Monmouth Street is a Grade II listed property located within Seven Dials (Covent Garden) Conservation Area. It was first listed on the 12th April 1990 and copy of the listing description is provided below (42-48 Monmouth Street, ENGLISH HERITAGE BUILDING ID: 1322123).

“Terrace of 4 houses with later shops. c1792-3. Brown stock brick with slate mansard roofs and dormers. EXTERIOR: 3 storeys, attics and basements. 2 windows each. Nos 42 & 44 with late C19 wooden, pilastered shopfronts and panelled house doors with fanlights. Nos 42 and 48 C20 shopfronts. Gauged brick segmental arches to recessed 2 and 4-pane sashes on upper floors. Coped parapet. Rear elevations with wall stacks, 2 with angled flues and chimney surrounds; sashes with gate stops. INTERIORS: with closed string staircases having square section balusters, moulded handrails and simple Doric newels; top landing newels with extra Doric colonnette where handrails intersect. All with moulded wood architraves. No.42, alcove forming glazed china cabinet in front room. No.44, 1st floor with C18 marble fireplace, 2nd floor with cornice and late C18 fireplace, 3rd floor, late C18 fireplace. No.46 with plain dado panelling and matching door architrave, late C18 moulded plaster cornice in 1st floor front room. No.48, 1st floor rear left room, panelled dado and later C18 corner fireplace with dentil cornice. Front 1st floor room with panelled dado. HISTORICAL NOTE: these houses retain the scale and plot size and reuse features of earlier houses on the site erected by Thomas Neale”.

The commentary in the listing description defines the historical features of 42-48 Monmouth Street. This application will retain and enhance the existing shop front, ensuring that the character and appearance of the listed building is maintained. The proposed external and internal changes to the building have been carefully considered to rectify the tired external look of the unit and to improve the internal layout of the building in line with the modern occupier.

The proposed signage is in-keeping with the commercial nature of the retail unit and has been sensitively designed so as not to dominate the special character of the listed building. The proposed letterings are proportionate to both the fascia and the projected hanging sign and these will not be illuminated, in full compliance with Policy DP19 of the Seven Dials Estate conservation area appraisal and management strategy.

The proposed internal works are sympathetic to the fabric of the listed building. In line with policy requirements, a considerable level of detail outlining the proposed internal works has been submitted with this application, including accompanying drawings and a scope of works document, in line with Camden's Planning Guidance.



Amenity

It is not considered that the proposed advertisements would not be unduly obtrusive in the street scene or disturb residents or occupiers and therefore the proposal is considered acceptable in terms of design and no amenity issues will result from the changes, in line with policy DP26.

Conclusion

In conclusion, the proposed external signage has been tastefully and sensitively designed so as not to impact upon the character and appearance of the listed building and the wider conservation area. Indeed, this application proposes signage on the building's fascia and the existing projected blade sign in connection with the incoming tenant. The lack of illumination, appropriate scale and location of the advertisements is in keeping with the character and appearance of the existing building and the Seven Dials (Covent Garden) Conservation Area.

The proposed internal works are sympathetic to the fabric of the listed building. In line with policy requirements, a considerable level of detail outlining the proposed internal works has been submitted with this application, including accompanying drawings and a scope of works document, in line with Camden's Planning Guidance.

Overall, the proposal is considered to be acceptable and complies with relevant planning policies. I look forward to receiving confirmation of receipt of the application and the subsequent timetable. If you require any further information please do not hesitate to contact Ginny Johnson on 020 7399 5012 or Ashley Collins on 0207 399 5485 with any queries.

Yours Sincerely,

Ginny Johnson
Graduate planner - Planning and Development
For and on behalf of JLL