

LP/P3188  
08 April 2016

Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 8ND

**For the attention of Ms Laura Hazelton**

Dear Laura,

**The Crown & Anchor 22 Neal Street London WC2H 9PS  
Letter of Objection to Planning Application (Council Ref: 2016/0831/P)**

We write on behalf of our client and the freeholder, Shaftesbury Covent Garden Ltd, to formally object to the above planning application at 22 Neal Street for the 'installation of planting boxes and baskets to south west and south east facades at ground to third floor level, installation of irrigation system and illumination' (Council Ref: 2016/0831/P).

As the freeholder of the premises and being the local landowner for much of Seven Dials, Shaftesbury consider that the proposed works will directly impact upon the premises historic setting as well as the conservation area's surrounding character.

The proposed application has been thoroughly reviewed and draws into question a number of issues regarding the impact the proposal will have on the character and appearance of the host building and surrounding conservation area. This objection letter now considers each part of the proposal separately; (i) the impact of the proposed planters and (ii) the impact of the proposed lighting.

*I. Planting*

The property is located within the Seven Dial's (Covent Garden) Conservation Area and occupies a prominent location on the busy junction of Neal Street, Shelton Street and Earlham Street. The building is not listed but is considered to make a 'positive contribution' to the area as defined in the Conservation Area Statement. The Seven Dials Renaissance Study (1998) acknowledges the public house as a 'good Art Nouveau pub' with an original frontage which is well preserved. The Study states;

*"Built in 1904, this is a good art Nouveau pub and the frontage is well preserved. The glazed ceramic facing of the ground floor has been painted over; this paint ought to be cleaned off to reveal the original surface".*

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The premise, built in the style of Art Nouveau, was therefore never intended to be embellished by excessive foliage and decorative hanging baskets. The building's façade was instead styled to provide an impressive appearance of which it continues to do so in the present day. It is considered that works to include fixed planters to the building's original Art Nouveau ground floor glazed tiles will permanently damage the building's historic architectural feature. This is deemed detrimental to conservation area and the buildings 'well preserved' historic frontage.

Whilst Shaftesbury actively encourages the enhancement of the surrounding public realm and its buildings where appropriate opportunities for 'greening' arise, this proposal introduces an excessive planting scheme which is completely at odds with the historic façade. The excessive quantum of planters proposed will only mar the buildings excellent architectural features which are evident from surrounding buildings and street views. It is therefore considered that the proposal does not sensitively consider the building's historic façade, provides excess visual clutter which will have an impact on the relationship on the detailing of the host building and fails to either preserve or enhance the character and appearance of the Conservation Area; thereby contrary to Core Strategy Policy CS1 and Development Policy DP24.

Having further consideration of Camden's Planning Guidance 'CPG1 – Design' it states that development for new landscape design will respond to, preserve and enhance local character. The attractive nature of the existing building would be lost due to the excessive greening proposal, and whilst the proposal will offer perceived sensory enjoyment to the space, this does not outweigh the harm the proposal will have on the building's architectural qualities.

## *II. Lighting*

The principle of a lighting scheme on this attractive and prominent building in this location is welcomed by Shaftesbury; however it is considered that a much more detailed proposal to demonstrate an appropriate lighting scheme could be delivered to enhance its visual connection.

The proposal currently fails to demonstrate the scale or degree of illumination and the type, finished appearance and number of illumination fittings. It is considered that these details should be properly presented on the elevation drawings before the Council can fully assess the proposal against the opportunity to visually enhance the attractive exterior of this prominent building.

In summary, our client considers the balance of the "contribution to the environment" arising from the proposal and the fact that the planting is not necessary to ensure the continued viable use of the building especially during the evening trading hours is not sufficient to outweigh the potential 'harm' that will be caused if these works are to proceed. Whilst Shaftesbury is not in principal against the illumination of the attractive building, it is considered the current proposal does not provide sufficient detail to fully assess the impact of the lighting.

We trust the above comments will be taken into consideration and we would be grateful if officers could keep us updated on the application progress. Should you have any questions or wish to discuss, please do not hesitate to contact us.

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Yours faithfully

*Lucy Pitham*

For and on behalf of  
Rolfe Judd Planning Limited

cc Tom Welton Shaftesbury Covent Garden Ltd