

LP/P6307
24 May 2016

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

Dear Sirs,

21-23 Shorts Gardens and adjoining Neal's Yard Entrance, Shorts Gardens, London, WC2H 9AS

Planning Application for the installation of a new entrance gate (non-opening), new planters concealed on top of the gate and consent to display an illuminated painted entrance sign on the flank wall of 21 Shorts Gardens.

Planning Portal Reference: PP- 05173937

On behalf of our client, Shaftesbury Covent Garden Ltd, please find enclosed a Planning Application and Consent to Display an Advertisement Application for the proposed enhancement of Neal's Yard entrance along Shorts Gardens. This application has been submitted in tandem with a similar proposal to the entrance to Neal's Yard along Monmouth Street; please refer to Planning Portal reference: PP- 05173563.

Accompanying documentation in support of this application has been submitted electronically online via the Planning Portal. The appropriate planning fee of £305.00 has been paid to the Council by BACS.

Site Description

The passage entrance way to Neal's Yard from the south is located along Shorts Gardens towards the junction with Neal Street. The Yard itself has undergone improvements over the past few years to create an attractive shopping and dining experience within. This application relates solely to enhancement works to the entrance area to the yard from Shorts Gardens.

The buildings either side are not listed however are located within the Seven Dials (Covent Garden) Conservation Area.

Proposal

Specifically, this application seeks planning permission for the enhancement and improvement to the entrance way into Neal's Yard by installing an attractive gate (non-closing) formed from vertical timbers and bolted with large iron hinges, new planters concealed on top of the gate, the

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replacement of the existing barrel signage within the entrance way and general repairs and redecoration to the flank wall of 21-23 Shorts Gardens.

Alongside the proposed works, as described above, an associated advertisement consent for the display of an externally illuminated painted vertical entrance sign at first and second floor level spelling 'NEALS YARD'. The proposed sign is sought to strengthen the unique character and function of the yard, and improve the yard's visibility and wayfinding to passing pedestrians along Shorts Gardens. The sign will measure approximately 5500mm x 400mm and be painted white onto the exposed brickwork.

Design and Access Statement

Access into the yard from Shorts Gardens will remain as existing.

The proposed timber gate will be non-closing ensuring access and means of escape will not be compromised. The gate has been development is in an appropriate style to the surrounding area, giving consideration to the yards industrial heritage. It will be constructed of natural/ untreated oak and formed from vertical timbers and bolted with large iron hinges. The use of materials is consistent with the existing materials of the adjoining building and those surrounding properties within the conservation area. The proposal will therefore preserve and enhance the character and appearance of the Conservation Area.

The new planters would be carefully concealed on top of the proposed gate and are considered to enhance the space and improve the levels of biodiversity in the busy and built up area of Seven Dials. The proposed planting would provide for an attractive softening of the passageway and create a visual point of interest, with opportunities for natural flowering plants to spill over the timber gate. The future maintenance and planting of the containers will be managed by the applicant Shaftesbury, using qualified contractors.

The painted vertical signage to the flank wall of 21 Shorts Gardens will have an aged/distressed finish. It will sit between first and second floor level and will carefully be externally illuminated with one new white finished LED uplighter providing subtle illumination to the flank wall during the evening. The illumination of the sign has been carefully positioned to ensure the protection of surrounding residential amenity.

Given the frequent use by the public it is also proposed to repair and redecorate the passageway where necessary to bring new activity to the space and enhance its overall attractiveness.

Planning Policy Considerations

We consider that the proposal is consistent with and supported by the policies contained within the Council's Core Strategy and Development Policies, as set out below:

Policies CS14 and CS17 encourages the promotion and enhancement of spaces. The scheme has been sensitively designed and located which will improve conditions for pedestrians and will achieve a high standard of urban design to create an attractive environment for future customers and visitors. The proposal will be in keeping with the character and function of the area therefore the proposal accords with these policies.

The proposed timber entrance gate will not be visually dominant and the use of materials is consistent with that of the surrounding area. The proposal will improve the quality of the space along

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the passageway into the yard and between the surrounding buildings. The proposal will provide for safe and convenient access whilst enhancing the vitality of the area and preserving the character of the conservation area in accordance with policy DP25 and CPG1.

The impact upon the street-scene is considered to be minimal and the introduction of appropriate planters, signage and general redecoration works will improve personal safety and furthermore, increase the activity within this well used public space, in line with policies DP24 and CPG1.

It is considered that the proposed signage is not harmful to the surrounding amenity nor presents a safety hazard in terms of highways. In the context of the scale we believe the proposed signage reasonably advertises the yard without stridently or adversely impacting upon local amenity in any material way. In this way, we believe the signage accords with CPG1.

Summary

Shaftesbury has been involved in securing improvements and enhancements to the public realm throughout the area to reinforce its unique character. This proposal is a small part of Shaftesbury's long term management and improvement strategy for Seven Dials. It is considered that the proposed scheme would have a complementary and positive impact on the appearance, function and vitality of this part of Neal's Yard and is wholly consistent with and supported by Council policies.

We trust that the enclosed information is sufficient for you to validate our client's planning application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully

Lucy Pitham

For and on behalf of
Rolfe Judd Planning Limited

cc	Charles Owen -	Shaftesbury
	Haakon Gittens -	F&T