

RL/P3188  
17 July 2017

London Borough of Camden,  
Strategic Planning and Implementation Team  
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Judd Street  
London  
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Sent via email: evelyn.jones@camden.gov.uk

Dear Sirs,

**PLANNING APPLICATION CONSULTATION – REF. 2017/2630/P**

On behalf of our client, Shaftesbury PLC, we write in support of the planning application at 16A Neal's Yard for the replacement shopfront (application ref. 2017/2630/P).

Shaftesbury are the freeholders of the premises (16A Neal's Yard) and an active stakeholder for the local area of Seven Dials for the past 20 years. Having reviewed the application online, it is apparent that several objections were raised over the proposed design and its possible associated impacts on adjoining occupiers. Following discussions between the Applicant and Council, it is now understood that amendments to the proposed shopfront have been undertaken to overcome those previous concerns. As a result, the application is now in a position to be supported by the Council.

Shaftesbury welcome this positive dialogue and those amendments made by the applicant to address initial concerns by residents. For the reasons outlined below, Shaftesbury seek to underline their support this application:

Design

The proposal seeks to replace an existing non-original shopfront which is over 30 years old and represents a poor 'pastiche' Victorian design.

The existing shopfront is recognised as being completed in 1988, following planning permission for a new shopfront (ref. 8700983). Subsequent to this, in 2008 planning permission was granted by the Council for the removal of the existing shopfront and its replacement with a new fully glazed unit (ref. 2008/3795/P). Unfortunately this was never implemented. We enclose with this letter a comparison of those former shopfronts for the Council's reference.

As part of the most recent planning permission (ref. 2008/3795/P), the Council noted; *"It is considered that the proposed replacement shopfront is a well-designed modern example of shopfront which would preserve and enhance the visual character and appearance of the courtyard and the wider conservation area. It is also noted that Neal's Yard contains an eclectic array of shopfronts, signs and vibrant painted facades and forms a unique haven within the Central London Area"*.

The Council's Plan Policy DP30 (Shopfronts) requires that all proposals provide a high standards of design and take special consideration into the 'general characteristics of shopfronts in the area' – this

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being an 'eclectic array' of units and foldable shopfronts which open onto the communal space of Neal's Yard. Noting further, policy states that the Council will only favour a shopfront's retention where a proposal seeks the removal of an original shopfront of architectural or historic value. It is noted that the shopfront is non-original, is neither listed nor designated as a 'shopfront of merit'. These principles remain consistent with the recently adopted Local Plan (July 2017).

In light of the above, it is considered the proposed alterations (along with those subsequent revisions) can be supported by the Council to ensure the effective and beneficial use of this small retail unit. It is considered that the unit once completed would be entirely in keeping with those surrounding units which currently benefit from the openness and communal function of Neal's Yard.

Management

Shaftesbury takes a careful and active approach to the management of Seven Dials (including Neal's Yard) and its tenants via a number of measures. These measures include a 24hr on-site security and management team; strict lease agreements to ensure the appropriate operation of buildings thereby limiting any potential impact to adjoining tenants (whether it be residential or commercial); and the requirement of responsible management plans by tenants to ensure the considerate coming and going of their customers (and deliveries) during sensitive hours.

By ensuring such high standards of operation and management by its tenants, Shaftesbury aims to preserve the character and add to the experience of Neal's Yard for its users. It is recognised that relationships between existing tenants and the Yard have fostered over the years via the communal workings / operations of those original traders and their openable warehouse frontages. Under careful management, the Yard has continued to develop itself through the introduction of new uses which retain this communal, openable presence into the central space. Shaftesbury therefore seek to support the Applicant to deliver an active use which benefits the fluid and shared experiences of Neal's Yard to its future users.

We therefore seek to underline our clients support for this application and trust that a positive recommendation can be granted by the Council. However, should the Council have any queries on the above matters please do not hesitate to contact the undersigned.

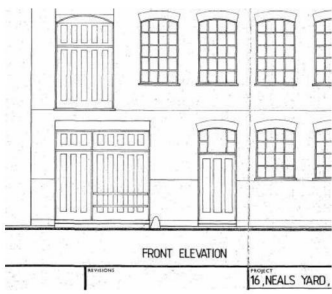
Yours faithfully



For and on behalf of  
Rolfe Judd Planning Limited

**16A NEALS YARD – HISTORIC SHOPFRONT DESIGN**

Pre-1987 'Original' Warehouse Doors



1987 Shopfront – Planning Ref. 8700983



2008 Shopfront – Planning Ref. 2008/3795/P

