

Design, Access & Heritage Statement

Club Monaco
35-37 Monmouth Street
London WC2H 9DD

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1.00 Introduction

Ink Associates have been commissioned by Ralph Lauren to prepare proposals and a Design, Access and Heritage Statement in respect of the installation of air conditioning at their Club Monaco store at 35-37 Monmouth Street, London WC2H 9DD This document covers the following;

- The historical and contemporary context of the area, surrounding buildings and site.
- The building.
- A statement describing the proposals.
- An assessment of the impact of the proposals upon access.
- An assessment of the impact of the proposals upon the building and surrounding area.

This document should be read in conjunction with the drawings of the proposals.



2.00 The Area

Monmouth Street lies in Seven Dials to the north side of Covent Garden at its border with St Giles. Originally laid out in 1690, it was intended as a fashionable district, but deteriorated rapidly, becoming associated with the area to its north as part of the so-called rookery of St Giles. However, towards the end of the nineteenth century, the area became increasingly gentrified as business moved in, particularly those associated with the printing and distribution of music in broad sheet form.

The closure of Covent Garden's fruit and vegetable market in 1974 and its redevelopment as a shopping centre in 1980 has seen the area flourish as a retail and tourist destination alongside being home to a variety of other services and office accommodation along with residential properties.

The Club Monaco store fronts on to Monmouth Street while at its rear lies the vibrant Neal's Yard. Taking its name from Thomas Neale, the developer, who laid out Seven Dials in the 17th Century, Neal's Yard has been transformed into a home for organic produce, health food cafes and alternative therapies since Nicholas Saunders originally opened the Whole Food Warehouse in 1976.



Neal's Yard

3.00 Surrounding Buildings

The site lies inside London Borough of Camden's Seven Dials Estate Conservation Area. The modern Neal's Yard, which lies between Monmouth Street, Neal Street and Shorts Gardens. The developed around a series of 19th century and later warehouses bounded by buildings, which date back as early as the 17th Century. Neal's Yard is noted for its vibrant use of colour, but the frontages to Monmouth Street are generally more restrained. Number's 35, 37 and 39 Monmouth Street are all listed along with The Crown Public House at number 43. Numbers 31-33 and the pedestrian link between them are more recent and form part of the redevelopment of this corner of Neal's Yard in the 1980s.



Seven Dials Court



35-37 Monmouth Street

4.00 The Existing Buildings

4.01 History

35 and 37 Monmouth Street were originally built as houses in the early 18th Century. They were likely converted to retail use on their ground floor and basement levels in the 19th Century. Both buildings were incorporated into the wider remodelling of this corner of Neal's Yard and, which provided them with a separate basement escape and servicing route to the rear and created new access from Neal's Yard to the residential accommodation surrounding Seven Dial's Court, a podium at first floor level. The existing shopfronts are reproductions dating back to the 1980s redevelopment, but they likely reflect the configuration prior to the redevelopment, with separate doors for accessing the stairs, which provided access to the floors above ground floor. There is no visible evidence at ground floor or basement of any original interior features.

The basement escape and servicing route to the rear emerges via a stair at the end of the pedestrian link from Neal's Yard that runs between numbers 31 and 33 Monmouth Street.

4.02 Heritage Listing

The buildings were listed on 15th January 1973 as Grade II under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural interest. The inscriptions are provided below;

No. 35

“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.”

No. 37

“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.”

5.00 Design Statement

The proposals to air condition the Club Monaco store at 35-37 Monmouth Street call for the introduction of 2 No. wall mounted air conditioning units at ground floor level and 1 No. wall mounted and 1 No. ceiling mounted unit in the basement along with an external condenser unit at the rear of the unit in Neal's Yard.

At ground floor level, both air conditioning units would be mounted at high level and concealed in enclosing joinery to match the rest of the shop-fitted interior.

At basement level, both units would be located back of house. The unit serving the office and staff welfare areas would be wall mounted in a corridor. The unit serving the front of house areas would be mounted within a back of house ceiling and ducted to serve the front of house via ducts and grilles.

The external condenser would be wall mounted at high level at the end of the pedestrian link to Neal's Yard adjacent to the exit from the basement fire escape. The proposed location is next to 2 No. existing external condensers in this area, which serve 39 Monmouth Street and opposite several condensers, which serve other premises and are mounted at low level and enclosed in louvered timber enclosures. This will require an existing CCTV camera to be relocated.



Proposed Location for Condenser Unit



The proposed location of the condenser unit is in the wall to the left in this image, which also shows the existing enclosed condensers at ground level

6.00 Access Statement

These proposals do not affect vehicular, pedestrian or wheelchair access.

7.00 Heritage Impact Assessment

Internally, the proposals will not detract from any of the heritage assets highlighted in the building's listing inscription.

Externally, the condenser unit at the end of the Monmouth Street to Neal's Yard pedestrian link will be sited on buildings erected in the 1980s and therefore will not detract from any of the existing heritage assets.