

RL/P7332  
12 February 2019

London Borough of Camden  
Regeneration and Planning  
2nd Floor, 5 Pancras Square, c/o Town Hall,  
Judd Street,  
London,  
WC1H 9JE

Dear Sirs

**39 NEAL STREET, LONDON, WC2H 9QG**

**PLANNING APPLICATION FOR ALTERATIONS TO THE EXISTING SHOPFRONT AND OFFICE  
ENTRANCE FRONTING SHORTS GARDENS**

**iAPPLY REF. IAP00033874-001**

On behalf of our client, Shaftesbury Covent Garden Limited, we write in support of an application for planning permission to allow for minor alterations and improvements to the existing shopfront and office entrance at 39 Neal Street, Seven Dials.

In support of the application and the Council's consideration, the following documents have been submitted electronically online via iApply:

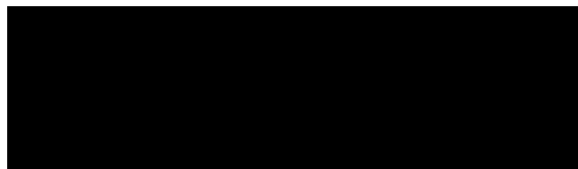
- Application Forms – prepared by Rolfe Judd Planning
- Site Location Plan – prepared by Fresson & Tee
- Existing and Proposed Drawings – prepared by Fresson & Tee

The requisite application fee has been paid electronically online via the Council's website.

Site Location and Description

This application relates to the ground floor of 39 Neal Street and includes a return frontage along Shorts Gardens. The existing building comprises retail (Use Class A1) at basement and ground floor with office (Use Class B1) at first, second and third floor. Access to the existing retail accommodation is from the corner junction with Neal Street and Shorts Gardens. Access to the upper offices is via small entrance fronting Shorts Gardens.

The application site is not statutorily listed, however is located within the Seven Dials (Covent Garden) Conservation Area. The conservation area appraisal designates the application site as being a 'Building Which Makes a Positive Contribution' (locally listed) and a 'Shopfront of Merit'.



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The Seven Dials Renaissance Study (1998) further describes the building as: "A red brick three-storeyed building with pair of sash windows and a cantered corner. The timber shop front is painted and there is an attractive hanging sign on a wrought iron bracket".

It is confirmed that this application relates solely to the external ground floor frontage and seeks only minor alterations to the existing office entrance and shop front fronting Shorts Gardens.

#### The Proposal

As part of the overall improvement and refurbishment of the premises at 39 Neal Street, the applicant seeks to provide for an improved office entrance and an additional fire escape door from the retail unit at basement and ground floor level.

As part of the proposals, the existing shop front would be maintained and include simple repairs where required. Towards the far end of the existing frontage (adjacent to 21-23 Shorts Gardens), the existing office door would be replaced with a traditional painted timber door with mouldings and side glass window frontage. A new traditional timber and glazed fanlight will be installed above the replacement office entrance to replicate the existing shopfront and restore the original aesthetic of the building's ground floor.

In addition, a new escape door is proposed adjacent to the replacement office entrance. The new door will replicate the existing shopfront and open inwards to the building. A new glazing fanlight, timber mouldings and transom line will be restored so as to replicate the existing shopfront.

Please refer to the submitted drawings for further detailed information.

#### Planning Policy Considerations

The proposed works are considered supportive of those local planning policies and supplementary planning guidance as outlined below.

Local Plan Policy D3 (Shopfronts) states that the Council will expect a high standard of design in new and altered shopfronts. Alongside a number of criteria that proposals should seek to comply with, all proposals should consider the existing character, architectural and historic merit and design of the building and its shopfront. In addition, the Seven Dials (Covent Garden) Conservation Area Appraisal states that having regards to works relating to shopfronts, 'proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages'.

The proposed works would seek to replace the existing office entrance, introduce a new escape door and provide for general repairs and improvements to the existing shopfront. The proposal seeks to simply restore and provide for an improvement in the external aesthetics of the designated 'Shopfront of Merit'. The replacement office entrance door, new window and introduction of a new escape door will be of traditional design and materials and will not detract from the existing building's character, appearance and historic merit.

Having regards to the impact of the proposal upon the overall setting, character and appearance of the Seven Dials (Covent Garden) Conservation Area, Local Plan Policy D2 (Heritage) states that the

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Council will preserve and, where appropriate, enhance designated heritage assets and their settings, including conservation areas and listed buildings. The proposal would seek to maintain and re-instate original features of the building which have been either removed or subject to unsympathetic alterations. The proposed works would be minor and seek the simple replacement of an existing office entrance door and window, and alteration to the existing shopfront to include a new escape door. The proposed alterations are therefore considered to be minor and importantly would preserve and enhance the setting of the conservation area.

Conclusion

This application seeks minor alterations and improvements to the existing shop front at 39 Neal Street, fronting Shorts Gardens. The proposals would seek to replace an existing office entrance doorway, provide for the reinstatement of a traditional timber and glazed fanlights and provide a new sympathetic escape door.

It is considered that the proposed alterations are minor and would provide enhancements to the existing shopfront, and importantly, preserve and enhance the historic setting and appearance of the surrounding conservation area.

We trust you will find the submitted information sufficient to validate our client's application and we look forward to a swift and positive outcome. Should you require any further details, please do not hesitate to contact the undersigned.

Yours faithfully

A solid black rectangular box used to redact the signature of the undersigned.

For and on behalf of  
Rolfe Judd Planning Limited