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Planning and Built Environment  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

Thursday, 29 August 2019

Ref: 18-116

Dear Sirs,

**18-19 DENMARK STREET & SHALDON MANSION  
TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)  
APPLICATION FOR PLANNING PERMISSION**

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We write on behalf of our client, Consolidated Developments Ltd ('the Applicant'), to submit a planning application for proposed development at 18-19 Denmark Street and Shaldon Mansions, 132 Charing Cross Road, London, WC2H 8NE ('the Site').

The proposed development comprises the replacement of windows to 18 - 19 Denmark Street and Shaldon Mansions.

Planning permission is sought for the following description of development:

*'Replacement of windows to both properties in connection with their refurbishment'*

This planning application is submitted following the submission of a previous planning application for the Site (LPA Ref. 2019/1363/P) for the amalgamation of residential units at Shaldon Mansions and change of use of residential unit to retail at 18-19 Denmark Street in addition to alterations to the existing lightwell. The application is currently under consideration with a decision due imminently.

**Application Submission**

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In support of the submitted planning application for the site, we enclose the following supporting information:

- Planning Application Form and Certificate of Ownership, prepared by Iceni Projects;
- Site Plan and Site Location Plan;
- Existing and Proposed Elevations prepared by Ian Chalk Architects;
- Existing and Proposed Window Schedule, prepared by Ian Chalk Architects;
- Cover Letter / Planning Statement, prepared by Iceni Projects and;
- Design and Access Statement prepared by Ian Chalk Architects.

## Planning Statement

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### Site and Surroundings

The application site comprises three adjoining addresses, namely 18 and 19 Denmark Street and Shaldon Mansions, 132 Charing Cross Road, London, WC2H 8NE, all of which are located within the Holborn and Covent Garden Ward of the London Borough of Camden (LB Camden). Whilst these addresses are independent of each other, they are within the same ownership and interlinked. 18 Denmark Street refers primarily to the retail unit at ground floor and basement, however is incorporated for consistency. They are therefore assessed as one within this planning application in order to ensure they are addressed in a holistic manner.

The buildings are located on the corner of Denmark Street and Charing Cross Road, in close proximity to the junction with Tottenham Court Road and Oxford Street which lie to the north of the site.

Shaldon Mansions is a seven-storey (plus basement), red-brick corner mansion building, built in 1889 in a French Baroque or Renaissance revival style, with steeply pitched gable roofs at the sixth and seventh floors. The building has frontages onto both Charing Cross Road and Denmark Street and consists of retail at ground floor level (Use Class A1), a dentist at first floor (Use Class D1) and residential above this (Use Class C3).

No. 18 Denmark Street appears to sit as the lower-floor units within Shaldon Mansions due to the existing internal connection. The building currently comprises 1 x studio flat at basement level (Use Class C3), previously the old porters accommodation and accessed via Charing Cross Road, plus retail at ground floor (Use Class A1) and residential above this (Use Class C3). As noted above, no alterations are proposed specifically to the retail unit but to the residential units above which form part of Shaldon Mansions. 18 Denmark Street is included for consistency and its location adjacent to the lightwell.

No.19 Denmark Street is a 5 storey (plus basement) 1920's building. Dressed in Portland Stone with central steel bay windows on each of its upper floors. The building is in use as retail at ground and basement level (Use Class A1) and office floorspace above this (Use Class B1).

An existing central lightwell sits behind the mansion block and adjacent to 19 Denmark Street. This lightwell allows natural light to reach all floors of the building down to basement level. At basement level the lightwell provides a paved yard space both providing light and amenity space to the existing studio unit.

The surrounding area is characterised by a mix of commercial and retail uses, with world famous shopping along Oxford Street and Tottenham Court Road 0.1 miles from the site, in addition to both residential and office uses. Denmark's Street's Tin Pan Alley is an important place for the UK music industry. Many specialist retailer locate here and focus upon the sale and repair of musical instruments. Other music industry activities, including recording studios, artist management offices, music publishing houses and agents, are located on upper floors. Music industry activities are therefore regarded as making a contribution to the special character of Denmark Street and support associated retail provision.

### **Planning Designations**

In terms of planning policy designations, the site is located within the Central London Area, is a specialist retail area and contains a Primary Shopping Frontage. The site is also located within the Denmark Street Conservation Area. Whilst the buildings are not statutorily listed, they are identified as making a positive contribution to the character of the conservation area.

### **Planning History**

A planning application for the site was submitted in April 2019 (LPA Ref. 2019/1363/P) for the following development:

*'Conversion of 1x 1B and 1x studio into a 1x 3B unit at Shaldon Mansions involving alterations to the roof and insertion of windows. Change of use from basement 1B flat (C3) at 18 Denmark Street to retail (A1) to be used in connection with the ground floor unit above. Alterations to lightwell at ground and basement level'*

The application incorporates the refurbishment of the property including a roof level addition, amalgamation of units and conversion of sub-standard residential floorspace to retail. The proposals also include alterations with the existing central lightwell at ground and basement level to provide an enclosed glazed lightwell to connect the ground and basement levels.

This application is currently under consideration by LB Camden with a decision due imminently.

This application is part of the consolidated works to Shaldon Mansions and 18 Denmark Street to refurbish the existing building and builds on application LPA Ref. 2019/1363/P).

This application should also be assessed in the context of the recently approved planning application at the St Giles Circus site (LPA Ref. 2012/6858/P) granted in March 2015 which is within the same ownership as this current planning application. The 2015 planning application approved the redevelopment of the large scale site surrounding the application site. The scheme proposed the erection of three new building at 4, 5 and 7 storeys in order to provide event gallery space, an urban gallery, restaurant floorspace, office floorspace, residential units, drinking establishments and a 14 bedroom hotel. Wider public realm improvements were approved as part of this application which feed into Denmark Street.

### **Proposed Development**

This planning application proposes external alterations to the fenestration of the property, specifically the replacement of existing windows to 18-19 Denmark Street and Shaldon Mansions.

### **Key Planning Considerations**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that applications for planning permission must be determined in accordance with the policies of the relevant development plan documents, unless material considerations indicate otherwise.

The development plan documents which are relevant to these proposals include:

- Camden's Local Plan (July 2017);
- London Plan (2016).

The National Planning Policy Framework (NPPF) and associated National Planning Practice Guidance (NPPG) also form a material consideration in the determination of applications.

LB Camden also has a number of Planning Guidance documents that support their development plan policy. These documents will also form a material consideration in the determination of a planning application.

The application seeks to renovate the existing properties and sensitive upgrade the existing windows on site. As existing the Shaldon Mansions and 18 Denmark Street façade is formed of rich red brick with fine mortar joints and bands of sandstone detailing the window surrounds. A number of the windows have sandstone frames, whilst any original windows are timber sash sliding windows or casement windows. A number of replacement windows have already been inserted, a number of these with pvc frames. 19 Denmark Street takes on a different architectural character as a 1920's building dressed in Portland Stone with central steel bay windows in a Crittal style on each of its upper floors. The site also incorporates a lightwell between the properties which provides a mix of window types which have seen a variety of adaptations and replacements.

Local Plan Policy D1 states that the Council will seek to secure high quality design in development. The Council will require that development respects local context and character, preserves or enhances the historic environment and heritage assets in accordance with Policy D2, is sustainable in design and construction and comprise details and material that are of high quality and complement the local character.

The existing windows are generally in poor condition resulting in water penetration and poor thermal insulation. At Shaldon Mansions and 18 Denmark Street secondary glazing to the internal side of casement windows has been added which has caused condensation between the panes. Many of the untreated timber cills are rotting, whilst internal condensation is causing further damage to the frames. At 19 Denmark Street, the existing metal window frame has incurred considerable damage including cracking to the metal details and loss of paintwork. Many of these frames have also seen secondary glazing incorporated. The alterations and additions made to the windows have not been sensitive alterations and now have a negative impact upon the appearance of the wider conservation area.

The proposed replacement windows seek to incorporate sensitive replacements to the properties, including rationalisation of the elevations taking into account the history of the buildings and character of the surrounding area. The proposed windows are considered to be an improvement to the host buildings and their setting having taken into account the details of the existing frames in terms of design, size, materials and proportions. The proposals would reintroduce the building's original window style and materiality and enhance its character whilst also providing sustainability enhancements to the property.

Overall the proposed development would preserve and enhance the character and appearance of the conservation area in accordance with policies D1 and D2 of the Camden Local Plan.

We trust the enclosed is in order and we look forward to receiving confirmation of registration and validation at the earliest opportunity. Should you have any queries, please contact Charlotte Orrell or Anna Snow at this office.

Yours sincerely,



ICENI PROJECTS LTD