

***Application to support for the proposed alterations to the retail property;***

*1-3 Denmark Street, Soho, London, WC2H 8LP, UK*

*Prepared by 101 Architecture+Design*

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## **1. Introduction;**

*101 Architecture+Design consulted with case officer Nathaniel Young of Camden Council (Application number 2020/2632/P) to establish whether the alterations to the property, specifically relating to the installation of air conditioning units would fall under permitted development, or require planning consent. It was advised that a full application was required.*

*Design considerations are;*

- The installation of external condensers at the base of the light well, replacing the existing condenser from the previous cafe Fernandez and Wells, further detailed in the supporting / supplementary information.*
- The installation of a wall mounted (on the inside of the light well) duct which would be used for kitchen ventilation.*
- The removal of a metal fascia band, set within the top of the original fenestration.*
- The installation of new glazing, a new stall riser and new finish to the shopfront.*
- New signage, relating to the business operating within the property.*

*These changes aim to improve the use of this property reason, causes minimal impact from the public street level. Careful consideration to the overall language and proportions of the property has been taken, along with pre-application advice, informing the supporting evidence provided in this application.*

## 2. Description of the Building and Setting;

### 1. Location

1-3 Denmark Street is positioned within the Denmark Street Conservation Area.

The property is accessed from the Northern most corner. The application itself only relates to the ground floor level (with regards to the shopfront and signage proposal) The property is well served by public transport (underground and buses) and can be viewed from the street. Access to the roof level is via the recording studio, accessed from number 3 off Denmark Street.

The Parish of St Giles, centred around the Palladian 1730 church St Giles-in-the-Fields by the architect Flitcroft, and Denmark Street have a strong vibrant heritage - from the 12th century up to Hogarth's Four Times of the Day, Gin Lane to Tin Pan Alley, and right up to the current day.

Denmark Street's familiar brick fabric was built in 1688 as an extension of the estate development by Samuel Fortrey and Jacques Wiseman. The street began as houses, and at the North side behind No.27 Denmark Street, a blacksmiths. Amongst these late-Stuart, early-Georgian terraced houses of the 17th century are now infill buildings following WW2 bomb damage and late 19th Century and early 20th Century demolition.

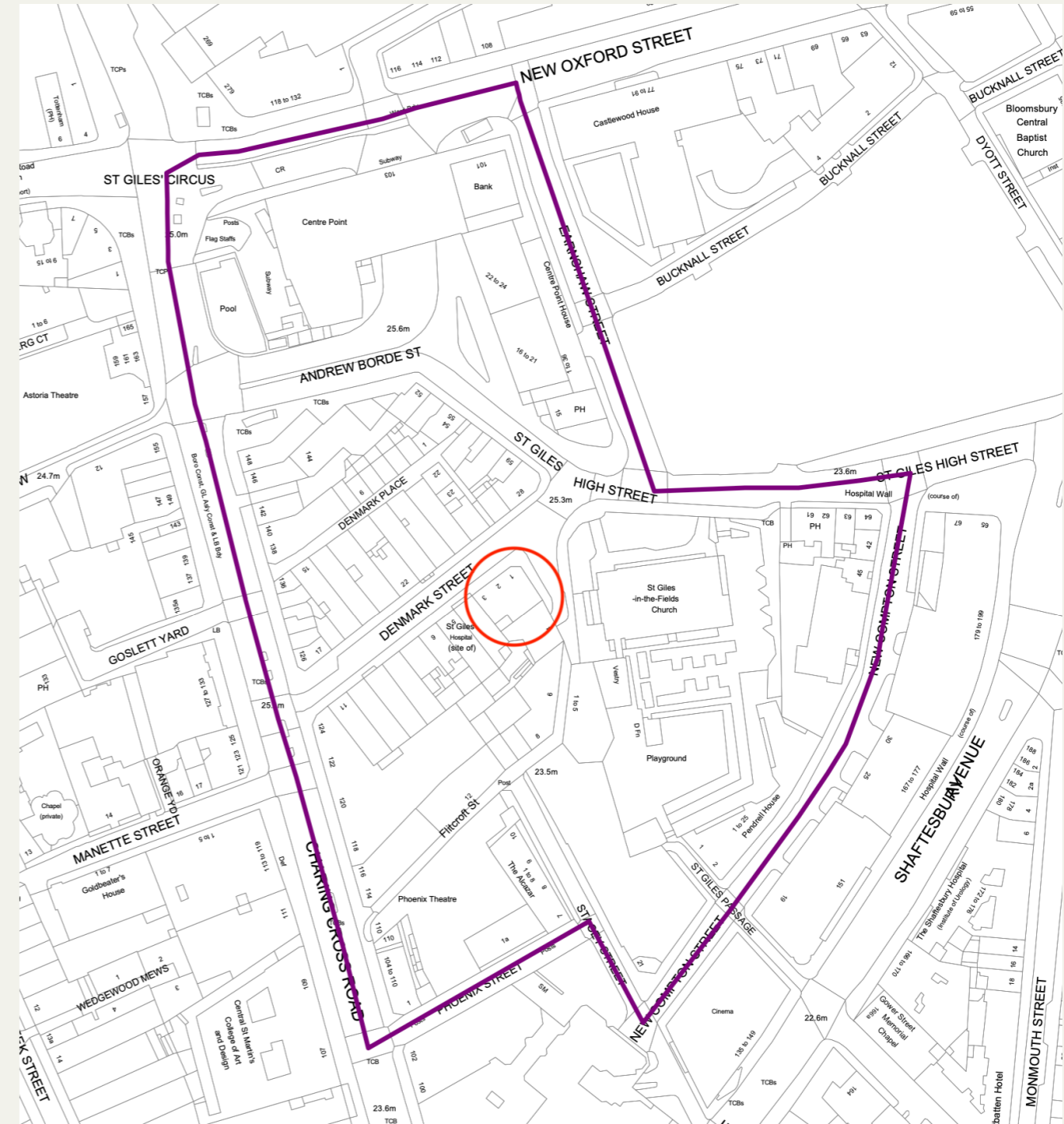
The area is now classified within the Holborn and Covent Garden ward of the London Borough of Camden. Within this is the Denmark Street Conservation area (formerly part of the Bloomsbury Conservation area).

This property in question is also adjacent to the Covent Garden Neighbourhood Renewal Area. As part of the Camden Council Neighbourhood Renewal Strategy 2002, it set out a series of ambitions to promote local character, safer community policing and sustainable resources.

Source information:

Survey of London, Vol. 3 St-Giles-in-the-Fields. (referenced from Change of Use planning application)

[1] Camden Council - Denmark Street Conservation Area (<https://www.camden.gov.uk/documents/20142/7500129/Denmark+Street+CA+boundary.pdf>)



## 2. Description of the Building and Setting;

### 2. The Building

The building in question at ground floor level straddles both Denmark Street and St Giles in the field Church pedestrian access. There are some poorly designed architectural features which the application intends to address.

These are principally;

The fascia sits further back than the front face of the columns. This would be addressed with the installation of a backing board, which shall then be rendered in a pale sand coloured stucco.

There is a secondary fascia band which we presume is leftover from when the job centre had internally illuminated box signs. These sit at the top of the original window openings. This would be removed, and new sash windows would be installed along with a new 700mm high stall riser.

There is an inconsistency of window positing relative to the fascia band (i.e- one window sits 150mm further back than the others. With the new windows, this would be realigned so all windows sit in the same position, relative to the fascia above.

The lead-work, cornice and building above seem to be in a fine condition. Apart from the redecoration of the cornice, no further external works shall take place on these store level facades.



## 2. Description of the Building and Setting;

### 3. Planning History

For the purposes of brevity, applications which relate specifically to the application in question are isolated and presented below; The application history shows what would be expected for a property of this nature. A continuous and subtle evolution of the property's commercial aesthetic to suit various retailers/ occupiers. The proposal in question aligns with this pattern.

<i>Planning Reference</i>	<i>Site Address</i>	<i>Development Description</i>	<i>Status</i>	<i>Date</i>
2013/7022/P	Basement & Ground Floor 1-3 Denmark Street London WC2H 8LP	Change of use of basement and ground floor from existing Jobcentre (Class A2) to cafe & bakery (mixed A3 & A1)	Final Decision, Granted	07/11/2013
2013/0099/P	1-3 Denmark Street London WC2H 8LP	Installation of 4 x new air conditioning condensers to replace 3 x existing air conditioning condensers at roof level of offices (Class B1).	Final Decision, Granted	18/02/2013
2012/6786/P	1-3 Denmark Street London WC2H 8LP	Alterations, including the installation of new door and canopy to building entrance, and removal of block vent to side elevation of offices (Class B1)	Final Decision, Granted	08/01/2013
9501644	1-3 Denmark Street London WC2H 8LP	Installation of an air handling unit as shown on drawing number 23086/C--(57)/08.	Final Decision, Granted	15/09/1995
AD310	1-3 Denmark Street London WC2H 8LP	The display of four illuminated fascia panels, each measuring 4.2m (13'10") x 0.8m (2'8") approximately, two situated on the Denmark Street frontage and two on the Flitcroft Street frontage. One single sided, illuminated box sign measuring approximately 0.8m (2'8")x 1 m. (3:3") on the Denmark Street frontage. One double-sided, internally illuminated projecting box sign measuring 0.45m (1'6") x 0.75m (2'6") at fascia level.	Final Decision, Granted	30/03/1976
21942R	1-3 Denmark Street London WC2H 8LP	The installation of a new frontage to an existing employment agency.	Final Decision, Granted	01/12.1975

### **3. Proposals;**

*Please refer to documents;*

*Drawings:*

*101 Architecture and Design - Scaled drawings detailing existing and proposed plans and sections.*

*FWP - Plans and Elevations of Proposal (HVAC)*

*Catering Projects Kitchen Arrangement*

*Site Location*

*Buy a Plan*

*Noise Impact Assessment*

*Venta Acoustics Document - VA3341.200729.NIA*

*Odour Impact Assessment*

*Redmore Environmental - Odour Impact Assessment Ref: 3890r1*

## **4. Design and Access Analysis;**

### 4.1. Use / Zoning

*The use and zoning are not affected by this proposal*

### 4.2. Scale

*The scale is not affected by this proposal*

### 4.3. Appearance.

*The proposed design from the street side offers a better balance and proportional design measured against the rest of the buildings facade. Reference to the repeating fenestration of the windows above, and a more traditional, timber framed sash sits more comfortably than oversized glazed with an undersized stall riser. The signage is more reserved. Supplementary information and drawings examine this relationship further.*

### 4.4. The Materials.

*Existing Facade - Painted Cement, Metal Fascia Bands, missing fascia.*

*Proposed Facade - Stucco finish with relief logo, Stucco stall riser and timber frames tradition sash windows, along with tradition timber blinds on the Denmark Street elevation.*

### 4.5 Layout.

*The layout is not affected by this proposal. Entry and exit points remain as existing.*

### 4.6 Amount.

*The volume of the building is not increased or decreased by this proposal.*

### 4.7 Access.

*The access is not affected by this proposal. Entry and exit points remain as existing. Sight-lines and mobility are not hindered or made worse than existing by this proposal.*

### 4.8 Sustainability.

*The installation of a more efficient heating and cooling system, with compliant acoustic and odour management offer an improvement to the current, poor condition, poorly maintained heating, cooling and ventilation system.*

### 4.9 Servicing.

*The servicing for HVAC equipment is shall remain the same. Access to the base of the light well is through a communal staircase within the building, either accessed from the basement of 1-3, or via the neighbours entrance. Access to the roof is also as per the existing arrangement. The proposal*

### 4.10 Landscaping.

*The landscaping and public realm outside of the volume of the property, is not impacted by this proposal.*

## 5. *Conclusions;*

*The following documents have been referred to when considering this applications merit, requirement, context and suitability for approval.*

- *Denmark Street, Conservation Area Appraisal and Management Strategy, adopted 16 March 2010.*
- *Change of use document submitted by Carmody Groake in 2010, Planning Reference Application Number 2013/7022/P •*
- *Denmark Street CA Townscape Appraisal*

*101 Architecture+Design believes that the information presented in this document, and the accompanying documentation provides sufficient information to Camden Council to make a determination for this proposal.*