

RL/P08522
29 June 2022

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

Dear Sir / Madam

29 MONMOUTH STREET, SEVEN DIALS LONDON, WC2H 9DD

**APPLICATION FOR FULL PLANNING PERMISSION FOR THE REMOVAL OF AN EXISTING
SECONDARY SHOPFRONT TO THE REAR OF 29 MONMOUTH STREET (ADJOINING NEAL'S
YARD PASSAGEWAY)**

PLANNING PORTAL REF. PP-11353089

On behalf of our client, Shaftesbury Covent Garden Limited, we write in support of a planning application for full planning permission for external alterations to the rear commercial ground floor unit at 29 Monmouth Street ('the Site').

In support of this application, the following documents and forms have been submitted electronically online via the Planning Portal:

- Planning Application Form - *prepared by Rolfe Judd Planning*
- Site Location Plan - *prepared by Fresson & Tee*
 - A-001-P1
- Existing and Proposed Plans - *prepared by Fresson & Tee Architects;*
 - A-001-P1 – Existing Ground Floor Plan
 - A-150-P1 – Existing Elevation
 - A-200-P1 – Proposed Ground Floor Plan
 - A-250-P1 – Proposed Elevation
- Design and Access Statement (this cover letter) - *prepared by Rolfe Judd Planning*

It is confirmed that the requisite application fee of £426.00 has been paid electronically online via the Council's website

Site Location

The Application Site, 29 Monmouth Street, is located on the eastern side of Monmouth Street and adjoins the passageway into Neal's Yard to the rear of the property. The existing retail unit (Class E)

Architecture Planning Interiors

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benefits from primary access via Monmouth Street and a secondary shopfront adjoining the small passageway into Neal's Yard. The secondary frontage is permanently locked with limited footfall or passing trade. For clarity, the passageway is under the ownership of Shaftesbury and is not adopted highway.

The Seven Dials Renaissance Study (1998) refers to the property as being:

"The late 17th Century house had to be demolished in 1983 and the elevation has been replaced with a not very successful replica. The windows for instance are too small. The shopfront is a reasonable reproduction and the elegant iron balcony at first floor level has been resalvaged and re-used on the new frontage".

It is understood that the property was re-built in 1983 as result of the Levitt Bernstein Architect scheme in connection with Neal's Yard Development (to the rear and side also known as Seven Dials Court) and is of relatively modern construction comprising of concrete and modern brickwork. The property is not statutorily listed but is located within the Seven Dials (Covent Garden) Conservation Area.

Relevant Planning History

The ground floor retail unit has limited planning history, however the following applications of relevance includes:

- LPA Ref. 8401623 – Installation of a new shopfront – Approved (29 Nov 1984)
- LPA Ref. PS9904090R1 – Retention of new shopfront – Refused on Appeal (21 Jan 2000)

For clarity, the above applications relate to the primary shopfront, fronting Monmouth Street.

The Application Proposal

This application seeks planning permission for removal and covering over of the existing shopfront fronting the rear passageway (leading into Neal's Yard). The existing shopfront is secondary and holds no commercial benefit or function. The shopfront does not front the highway or an active pedestrian route, but rather hinders the commercial layout of the unit by existing and future tenants.

Shaftesbury therefore seek to improve the commercial layout / operation of the retail unit. This would involve the simple covering over the existing shopfront with fibre cement board, rendered and painted in a colour to match the existing shopfront.

The rendered and painted finish would match the adjoining rear external walls of 31 Monmouth Street. No further external changes would be required.

Please refer to the submitted drawings for further details.

Planning Policy Consideration

Policy D1 (Design) and Policy D3 (Shopfront) both seek that new development provides for high quality design and that development contributes to the established character of the surrounding area.

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The site is within Seven Dials Conservation Area. Policy D2 (Heritage) of the Local Plan notes that the Council will not permit the loss of or substantial harm to a designated heritage asset (including conservation areas).

The proposal involves the simple covering over of the existing secondary shopfront to the rear of the unit so to improve the commercial operation and layout of the shop. The external changes are minimal with the simple installation of a rendered finish to match the existing passageway. Importantly, the proposed works would preserve the existing character and appearance of the Seven Dials Conservation Area and not cause any detrimental impact – this being supportive of Local Planning Policies D1, D2 and D3.

Summary

The applicant seeks to cover over the existing shopfront to the rear of the ground floor unit at 29 Monmouth Street. The shopfront is secondary and has no commercial benefit. The removal of the shopfront would provide for a better and improved commercial internal layout – giving greater flexibility to existing and future prospective tenants. The proposal is not widely viewable and would not have any impact upon the surrounding conservation area – being finished in materials which match the adjoining building finishes along the passageway.

We trust that the enclosed information is sufficient for you to validate our client's planning application and we look forward to a swift and positive outcome. Should you require any further information and would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully

Rupert Litherland

For and on behalf of
Rolfe Judd Planning Limited