

SK/AC/P08713
23 January 2023

Regeneration and Planning
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

Dear Sir/Madam,

10 Neal's Yard, London, WC2H 9DP

Renewal of planning application ref. 2019/1028/P for alterations to existing window openings including window replacements to the ground floor unit (Class E (a)) at 10 Neal's Yard, WC2H 9DP

Planning Portal Reference: PP-11862559

On behalf of the applicant, Fereshteh Guillon, we submit a planning application for the renewal of application ref. 2019/1028/P for alterations to the window openings including window replacements to the ground floor unit (Class E(a)) at 10 Neal's Yard, WC2H 9DP. In order to assist the Council in their consideration of the application, please find enclosed the following:

- Application Forms – prepared by Rolfe Judd Planning;
- CIL Form 1 – prepared by Rolfe Judd Planning;
- Site Location Plan – prepared by Fresson and Tee; and
- Existing and Proposed Drawings – prepared by Fresson and Tee.

The requisite planning application fee of £234 has been paid via the Planning Portal on the date of submission.

Site Location and Description

The application site is located in Neal's Yard, within the Seven Dials Conservation Area. The site comprises a hair salon (Class E (a)) at ground floor level and offices on the upper floors. This application relates to the existing ground floor frontage which extends around the perimeter of the unit towards the rear. The rear of the premises abuts the alleyway linking Monmouth Street to the north and Neal's Yard to the south.

Relevant Planning History

Full planning permission was granted on 4th April 2019 for alterations to the existing window openings including window replacements to the ground floor unit (application ref. 2019/1028/P). However, these proposals were not implemented on site within the 3 year time period, and as such

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this application seeks to renew application ref. 2019/1028/P for the same proposed development.

The Proposed Development

This application seeks alterations to the existing window openings on the northern and western elevation of the ground floor unit of No.10 Neal Street.

The proposed works comprise the following:

- The removal of existing window cills and masonry from the lower parts of three windows (west elevation), rendered and painted to match existing; and
- The replacement of the existing high-level window (north elevation) with a new timber double glazed full height window to match the existing west elevation frontage.

The application proposals seek to remove the existing cill and masonry to deter customers of the adjoining units from sitting on the existing shop windows which is considered to detract from the operation and overall appearance of the unit. In addition, the applicant seeks to replace the existing high-level window to the north (rear) of the unit to improve existing outlook, natural daylight and transparency of the retail unit to passing customers from Monmouth Street.

The proposed scheme remains identical to the previously approved 2019 application, with no further changes proposed.

Please see the enclosed existing and proposed drawings prepared by Fresson & Tee for further details.

Planning Policy and Considerations

Policy TC2 (Camden's centres and other shopping areas) seeks to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character of the centre in which it is located. The existing window at the site's north elevation does not allow for the ground floor unit to have an active frontage where goods and services can be displayed, and the proposed full height window seeks to remedy this, allowing the tenant to communicate their presence to the wider public more effectively, and therefore enhancing the viability of the unit. This improvement to the site will form a positive contribution on the overall character and operation of Neil's Yard as a retail destination.

Policy D3 of the Camden Local Plan, which relates to shopfronts, states that the Council will expect a high standard of design in altered shopfronts, and requires development proposals to consider the existing character, architectural and historic merit and design of the building and its shopfront. Further, the Seven Dials Conservation Area Appraisal requires proposals for new shopfronts 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. In support of this, Policy D1 (Design) seeks to secure high quality design for all developments, which respects the local context and character of the host building and the surrounding area.

Where Policy D2 (Heritage) relates to conservation areas, it requires development to preserve, or where possible enhance the character and appearance of the conservation area. The existing windows are modern, as approved within application ref. 2004/2350/P, and therefore, the proposed development will not involve the removal or disturbance of any original building features of historic importance or of contribution to the wider Seven Dials Conservation Area.

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The proposed window alterations and replacement window have been designed in consideration of the policies above, as well as the guidance contained with the Seven Dials Conservation Area Appraisal. The alterations to the existing windows (namely the removal of the existing cills and replacement of a high-level window with full height glazing) are minimal in nature and will not cause any adverse impacts on the aesthetic quality of the building. The proposed full height window would be in-keeping with the established design on site, and will maintain the use of high-quality, traditional materials. Additionally, this will increase the amount of natural light with the ground floor unit, thus enhancing the vibrancy and vitality of the site.

Summary

This application seeks to renew application ref. 2019/1028/P for alterations to existing window openings including window replacements to the ground floor unit (Class E(a)) at 10 Neal's Yard, WC2H 9DP.

The proposed development is in-line with the planning policies outlined above, and seeks to further the desirability, vitality and viability of the existing ground floor unit. The proposed new window will reflect the existing character and appearance of the site, as well as the wider area, whilst enhancing the site's retail functionality.

We trust that the enclosed documents and supporting information is sufficient for the Council to validate the application, and we look forward to a swift and positive outcome. However, should the Council require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully

Susan Kaweesa

For and on behalf of
Rolfe Judd Planning Limited