

DESIGN, ACCESS, AND HERITAGE STATEMENT

Unit 9, 27 King Street, London, WC2E 8JD

INDEX

INTRODUCTION

1 - THE PHYSICAL CONTEXT

2 - THE HISTORICAL CONTEXT

3 - PLANNING POLICIES

4 - PROPOSAL

5 - SCALE

6 - ACCESS

7 - APPEARANCE

APPENDIX A – PLANNING HISTORY

APPENDIX B – PREAPPLICATION LETTER

INTRODUCTION

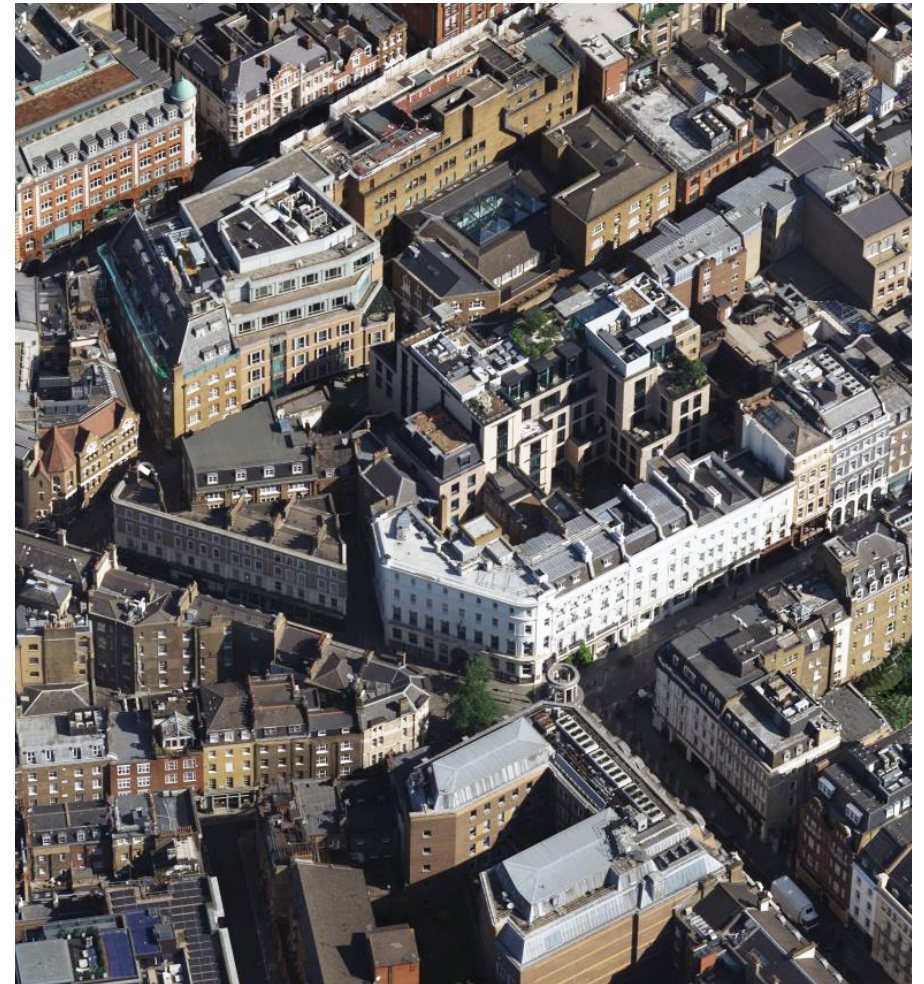
This Design, Access, and Heritage Statement supports the proposal for the fit-out of the new flagship shop of Reformation, an American women's clothing fashion brand with sustainable credentials.

Reformation will occupy Unit 9 at 27 King Street, which has been formed by the conversion of the commercial space previously occupied by Petersham Nurseries. The Landlord (Capco) undertook the conversion works and this paper refers to the fit-out works for the new Reformation shop only.

The host building is a Grade II Listed Building, and this statement will describe the site, the urban context and assess the proposals against the planning framework and the significance of the relevant heritage asset.

1 - THE PHYSICAL CONTEXT

Unit 9 is sited on the ground floor of 27 King Street in Convent Garden. The unit fronts King Street, which is a pedestrian area, near the intersection with Bedford and Garrick Street. The host building is a Grade II listed structure rising three floors above ground plus a mansard floor. It is a mixed used building.



2 - THE HISTORICAL CONTEXT

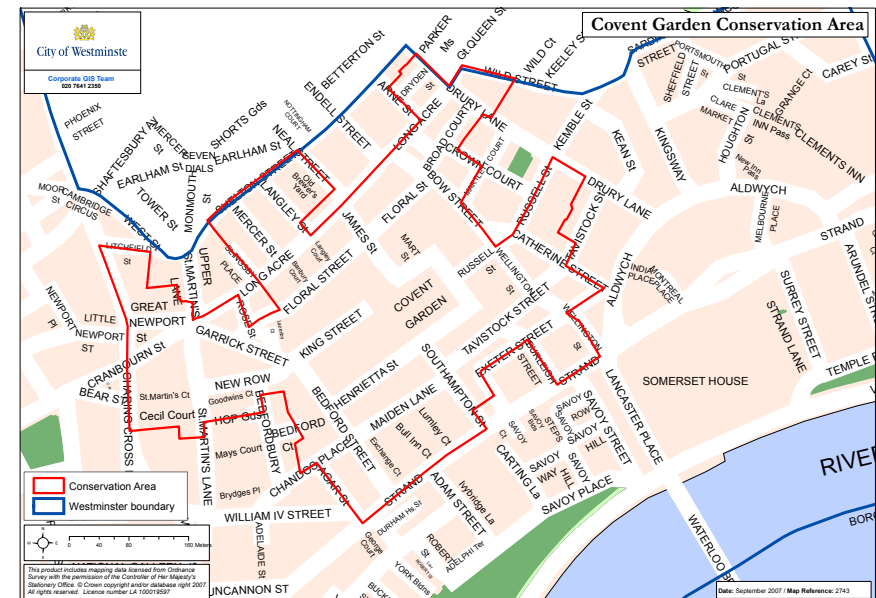
27 King Street sits within the Covent Garden Conservation Area first designated in 1971 and subsequently extended in different times: in 1974, 1978 and 1987.

The Covent Garden Conservation Area extends north of the Strand. Historically, it was developed as the area between the city of London and Westminster.

In medieval times the area around the Strand was characterised by large houses with substantial gardens. The area changed character with the establishment of a small fruit and vegetable market in 1670 which grew over the years. The character of the area changed from residential to a commercial with taverns, coffee houses and prostitutes.

The main feature of the Conservation Area is the Piazza with the Central Market Building and St. Paul's Church. Around the Piazza, the 17th century and 18th century street pattern survive.

The property has been subject of extensive renovations as part of the Kings Court development in 2014.





King Street from the west in 1967 (LMA)



27 King Street in 2021

3 - PLANNING POLICIES

The proposal will be assessed against the National Planning Policy Framework (NPPF), specifically chapters 12 and 16, as well as policies 38, 39 and 43 of Westminster's City Plan 2019-40 (April 2021) and the guidance contained within Westminster's Repairs and Alterations to Listed Buildings SPG.

Paragraph 12 of the NPPF illustrates how to achieve well design places. Section 130 further states that:

Planning policies and decisions should ensure that developments:

- a. will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b. are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c. are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*

Paragraph 16 of the NPPF sets out policies for conserving and enhancing the historic environment. Section 197 further states that:

197. In determining applications, local planning authorities should take account of:

- a. the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- b. the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c. the desirability of new development making a positive contribution to local character and distinctiveness.*

Policies 38, 39 and 43 of Westminster's City Plan 2019-40 (April 2021) discusses respectively: the Design Principles of development, Westminster Heritage, Public Realm.

Section B of Policy 39 Westminster's heritage states that:

B. Development must optimise the positive role of the historic environment in Westminster's townscape, economy and sustainability, and will:

- 1. ensure heritage assets and their settings are conserved and enhanced, in a manner appropriate to their significance;*
- 2. secure the conservation and continued beneficial use of heritage assets through their retention and sensitive adaptation which will avoid harm to their significance, while allowing them to meet changing needs and mitigate and adapt to climate change;*

Paragraph G of Policy 43 Public realm states that:

G. Signs and advertisements will make a positive contribution to amenity or public safety by being sensitively designed in terms of their size, location and degree of illumination, their impact on the

building on which they are displayed, local context, street-scene and wider townscape.

Westminster's Repairs and Alterations to Listed Buildings SPG give guidance about work and alterations to listed buildings.

In general terms it states that:

Works to listed buildings should retain historic fabric and features of architectural or historic interest in situ and repair all damaged historic fabric or features, rather than replace them.

And it states for the exterior that:

Original decorative features (and later features which add to the architectural or historic interest of the building) should be retained.

4 - PROPOSAL

The proposal is the shopfront alterations and advertisement signage for the new Reformation shop and includes the following alterations.

1. Shopfront painted
2. Window and door frames wood finish
3. Halo lit fascia sign
4. Externally illuminated projecting hanging sign
5. Vinyl lettering on window
6. Display of address number and opening hours
7. Removal of entrance lamps
8. External planters
9. Display screen in shop window

We comment below as appropriate for each of the proposed alterations.

1. Shopfront painted: We proposed to paint the shopfront with white paint, Benjamin Moore - Dove Wing OC-18.
2. Window and door frames wood finish: We propose to remove the paint from the window shop frames. The colour of those timber frames changed several times in the past. We propose to bring them back to the original wood finish.

3. Halo lit fascia sign: A halo lit fascia sign is proposed at fascia level. The proposed sign will declutter the shopfront elevation.
4. Externally illuminated projecting hanging sign: A bracket mounted hanging sign is proposed at fascia level. It is consistent with the sign approved for the previous retailer. It will be externally lit.
5. Vinyl lettering on window: Vinyl lettering is proposed to the window shop for advertisement.
6. Display of address number and opening hours: Vinyl lettering is proposed to the window shop to display address number and opening hours.
7. Removal of entrance lamps: We propose to remove the two lantern lights at each side of the entrance to the retail unit. Those are believed to be related to the 2014 redevelopment and they are not recorded in previous photographic evidence. They are not an original historical feature.
8. External planters: Two planters are proposed at each side of the entrance in a similar way to what Petersham Nurseries had for their shop.

9. Display screen in shop window: a 75"TV screen is proposed to the right-hand side window shop by the entrance. It is 25 cm set back from window. It is noted that whilst the screen will be visible from the public realm the light wells along King Street will set it back from any viewer.

5 - SCALE

The proposal does not impact or alter the scale of the original building.

6 - ACCESS

The proposal does not alter the existing pattern of access to the building.

7 - APPEARANCE

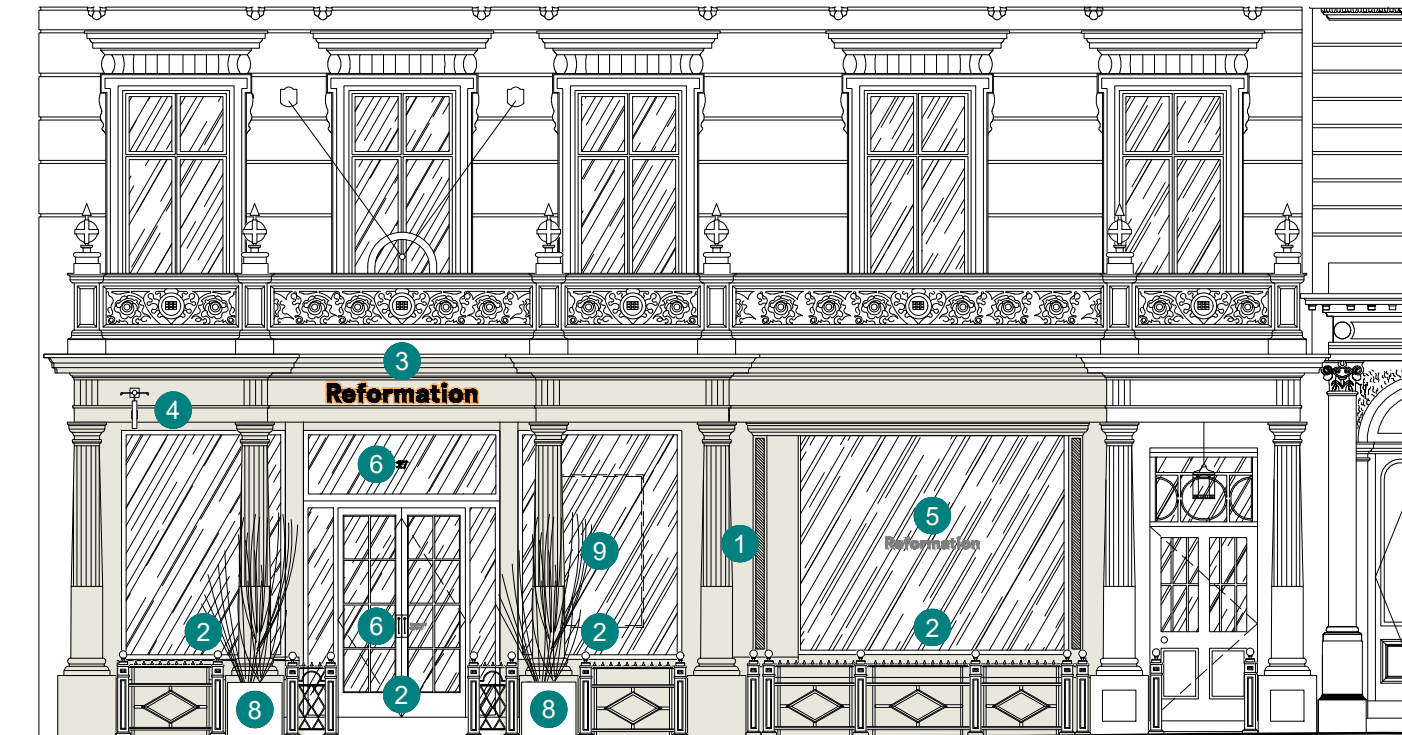
The existing shopfront has an off-white paint finish. The proposed an off-white paint (Benjamin Moore - Dove Wing OC-18) that will make it more consistent with the adjacent unit and upper floors of the building.

The proposed advertisements to the front elevation are in line with examples in the area. The fascia sign replaces the previous retailer's

sign. It is proposed to be back lit with the effect of decluttering the façade enhancing the original building character.

The hanging sign is mounted on a bracket and consistent with the previous retailer approved sign albeit shorter in height. It will be externally lit consistent with the majority of hanging signs in the area.

Window shop graphics including opening hours are also consistent with similar examples in the area.



PROPOSED SHOPFRONT

APPENDIX A – PLANNING HISTORY

Reference	21/05841/CLLB
Date	23 Aug 2021
Address	27 King Street Covent Garden London WC2E 8JD
Proposal	Internal strip out of the existing units including removal of furniture, cabling and partition walls at basement and ground floor level and reinstallation of two fire rated partition walls.
Decision	Application Permitted
Reference	19/05231/FULL
Date	05 Jul 2019
Address	27 Kingly Street London W1B 5QE
Proposal	Continued dual/alternative use of the fourth and fifth floors of 27-28 Kingly Street for either office use (Class B1), or as a 1 x 3 bedroom flat (Class C3).
Decision	Application Permitted
Reference	17/00203/LBC
Date	10 Jan 2017
Address	27-28 And 31 - 32 King Street Covent Garden London WC2E 8JD
Proposal	Painting of shopfront, three planters, four fascia signs and two hanging signs at 27-28 (Unit 9).
Decision	Application Permitted

Reference	21/05841/CLLB
Date	23 Aug 2021
Address	27 King Street Covent Garden London WC2E 8JD
Proposal	Internal strip out of the existing units including removal of furniture, cabling and partition walls at basement and ground floor level and reinstallation of two fire rated partition walls.
Decision	Application Permitted
Reference	19/05231/FULL
Date	05 Jul 2019
Address	27 Kingly Street London W1B 5QE
Proposal	Continued dual/alternative use of the fourth and fifth floors of 27-28 Kingly Street for either office use (Class B1), or as a 1 x 3 bedroom flat (Class C3).
Decision	Application Permitted
Reference	17/00203/LBC
Date	10 Jan 2017
Address	27-28 And 31 - 32 King Street Covent Garden London WC2E 8JD
Proposal	Painting of shopfront, three planters, four fascia signs and two hanging signs at 27-28 (Unit 9).
Decision	Application Permitted

Reference 16/10037/ADV
Date 20 Oct 2016
Address 27-28 And 31 - 32 King Street Covent Garden London WC2E 8JD
Proposal Display of two externally illuminated fascia signs each measuring 2.5m x 0.18m and two externally illuminated hanging signs each measuring 0.60 x 0.6m on the unit at 31-32 King Street (Unit 6, Kings Court) and display of two externally illuminated fascia signs each measuring 2.5m x 0.18m and two externally illuminated hanging signs each measuring 0.60 x 0.6m on the unit at 27-28 King Street (Unit 9, Kings Court). (Linked to 16/10029/LBC).
Decision Application Permitted

Reference 16/10028/LBC
Date 20 Oct 2016
Address 27 - 28 King Street Covent Garden London WC2E 8JD
Proposal Internal alterations.
Decision Application Permitted

Reference 16/10029/LBC
Date 20 Oct 2016
Address 27 - 29 King Street Covent Garden London WC2E 8JS
Proposal Painting shopfronts of the unit at 27-28 King Street (Unit 9, Kings Court) and the unit at 31-32 King Street (Unit 6, Kings Court); installation of three window planters; display of four externally illuminated fascia signs (two to each unit) each measuring 2.5m x 0.18m and four externally illuminated hanging signs (two to each unit) each measuring 0.60 x 0.6m.
Decision Application Refused

Reference	16/04089/LBC
Date	03 May 2016
Address	27 - 29 King Street Covent Garden London WC2E 8JS
Proposal	Removal of two stainless steel eyebolts and replace with temporary plates to be used to support festive lighting.
Decision	Application Permitted
Reference	16/03901/LBC
Date	Thu 28 Apr 2016
Address	27 - 29 King Street Covent Garden London WC2E 8JS
Proposal	Installation of an external lighting scheme to the King Street facade including lights, fixings and associated cabling and drivers.
Decision	Application Permitted
Reference	16/01256/LBC
Date	12 Feb 2016
Address	19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London WC2E 9DS
Proposal	Introduction of a mezzanine floor to rear first floor of 34 Rose Street; retention of existing basement floor level in 27 King Street; widening openings in the basement of 27 King Street; and the addition of a lift overrun to the rear of 34 Rose Street.
Decision	Application Permitted

Reference 16/01256/LBC
Date 12 Feb 2016
Address 19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London WC2E 9DS
Proposal Introduction of a mezzanine floor to rear first floor of 34 Rose Street; retention of existing basement floor level in 27 King Street; widening openings in the basement of 27 King Street; and the addition of a lift overrun to the rear of 34 Rose Street.
Decision Application Permitted

Reference 15/10890/LBC
Date 24 Nov 2015
Application Mon 21 Dec 2015
Validated
Address Garrick House 27 - 32 King Street Covent Garden London WC2E 8JD
Proposal Installation of new steelwork to the existing timber joists on the first, second and third floors of 27 and 28 King Street and any associated fabric removal.
Decision Application Permitted

Reference 16/01256/LBC
Date 12 Feb 2016
Address 19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London WC2E 9DS
Proposal Introduction of a mezzanine floor to rear first floor of 34 Rose Street; retention of existing basement floor level in 27 King Street; widening openings in the basement of 27 King Street; and the addition of a lift overrun to the rear of 34 Rose Street.
Decision Application Permitted

Reference 15/10890/LBC
Date 24 Nov 2015
Application Mon 21 Dec 2015
Validated
Address Garrick House 27 - 32 King Street Covent Garden London WC2E 8JD
Proposal Installation of new steelwork to the existing timber joists on the first, second and third floors of 27 and 28 King Street and any associated fabric removal.
Decision Application Permitted

Reference	13/06688/LBC
Date	04 Jul 2013
Address	Garrick House 27 - 32 King Street Covent Garden London WC2E 8JD
Proposal	Conversion and refurbishment of part basement, part ground and first to third floors of 27 - 32 King Street to provide 14 residential units (Class C3); incorporating a replacement closet wing extension to 32 King Street; replacement of existing roof with fourth floor mansard roof extension to 27 - 30 King Street; creation of private terrace area to rear of 28 King Street at 3rd floor level, associated roof level plant. New shopfront to 30 King St; associated works including internal fabric removal.
Decision	Application Permitted
Reference	13/06687/FULL
Date	04 Jul 2013
Address	Garrick House 27 - 32 King Street Covent Garden London WC2E 8JD
Proposal	Conversion and refurbishment of part basement, part ground and first to third floors of 27-32 King Street to provide 14 residential units (Class C3); incorporating a replacement closet wing extension to 32 King Street; replacement of existing roofs with fourth floor mansard roof extension to 27-30 King Street; creation of private terrace area to rear of 28 King Street at third floor level, associated roof level plant. New retail unit on ground and basement floors of 30 King Street including new shopfront; associated works.
Decision	Application Permitted

Reference 13/05128/FULL
Date 4 May 2013
Address 19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London, WC2E 9DS
Proposal Demolition of 22-25 Floral Street, part ground floor of 31 King Street, part ground floor of 31 King Street, part excavation of existing basement to rear of 27 King Street; demolition of part rear extension to 27 King Street at basement, ground first and roof; part demolition of rear extension of 28 King Street at basement with alterations to window openings at ground. Erection of new building comprising sub-basement, basement, ground and five upper storeys and refurbishment and alteration of retained buildings to provide 31 residential units; up to 2,150m² of retail floorspace (Class A1); up to 990m² of restaurant use (Class A3); new public courtyard and passages from Floral Street and King Street. Associated internal and external works.
Decision Application Permitted

Reference 13/05130/LBC
Date Fri 24 May 2013
Address 19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London WC2E 9DS
Proposal Demolition of part ground floor of 31 King Street to enable the creation of passage into a new courtyard; part excavation of existing basement to rear of no. 27 King Street; demolition of part rear extension to 27 King Street at basement, ground, first and roof; part demolition to rear extension of 28 King Street at basement, ground, first at roof; associated alterations and extension. Associated alterations to the shopfronts and internal alterations.
Decision Application Permitted

Reference 13/05129/CAC
Date 24 May 2013
Address 19A, 22-25 Floral Street And 34 Rose Street, 27-28 And 31, 32 King Street London WC2E 9DS
Proposal Demolition of 22-25 Floral Street, part excavation of existing basement to rear of 27 King Street; demolition of part rear extension to 27 Kings Street at basement, ground first and roof; demolition to rear extension of 28 King Street at basement with alterations to window openings at ground. All in connection with refurbishment and redevelopment for retail and residential purposes.
Decision Application Permitted

Reference 12/09857/LBC
Date 01 Oct 2012
Address 27 - 29 King Street Covent Garden London WC2E 8JS
Proposal Alterations including creation of new entrance to 34 Rose Street, alterations to railings, new windows and associated internal alterations including lowering of floor levels in the basement; all in connection with the subdivision of existing retail unit and use of basement office to create two self contained retail units.
Decision Application Permitted

APPENDIX B – PREAPPLICATION LETTER

Westminster City Council

Pre-Applications
Place Shaping and Town Planning
Westminster City Council
PO Box 732
Redhill, RH1 9FL

westminster.gov.uk



Your ref:
My ref: P21/00580
9KZGFN7XV6HV8

Please reply to: Jennie Humphrey
Tel No: 07866040589
Email: southplanningteam@westminster.gov.uk

Mr Marco Guarnieri
Guarnieri Architects
3 Futura House
169 Grange Road
London SE1 3BN

Place Shaping and Town Planning
Westminster City Council
PO Box 732
Redhill
RH1 9FL

Date: 22 September 2021

Dear Mr Guarnieri

**TOWN AND COUNTRY PLANNING ACT 1990
PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990**

**27 King Street, Covent Garden, London, WC2E 8JD
Fit-out of existing retail unit including the installation of two dumbwaiters**

Thank you for your enquiry regarding the above planning matter received on 17 August 2021, this advice is provided following a meeting held on 3 September 2021.

27 King Street is a grade II listed building located within the Covent Garden Conservation Area. Proposals relate to part of the basement and ground floor of the property (unit 9), seeking the conversion of the space for a new retail unit resulting in internal works.

Key considerations in assessing the proposals will be impact upon the significance of the building and the character and appearance of the Covent Garden Conservation Area. Proposals will be assessed against the National Planning Policy Framework (NPPF), specifically chapters 12 and 16, as well as policies 38, 39 and 43 of Westminster's City Plan 2019-40 (April 2021). and the guidance contained within Westminster's Repairs and Alterations to Listed Buildings SPG.

The property has been subject of extensive renovations as part of the Kings Court development granted approval in 2014 (RN: 13/05128/FULL & 13/05130/LBC).

The exterior of the building, which was remodelled in the early nineteenth century, holds much of the building's significance. Internally, the areas subject of the proposals have largely been modernised and are considered of limited interest, however the ground floor interior, which dates from the inter war years, and a large decorative lantern light, are considered of aesthetic value and should be preserved.

Your proposals include fitting out the premises for a new retailer, including shelving, free standing furniture, wall mounted shelves and new lighting. New partitions for changing rooms and two dumb waiters are also proposed towards the rear of the floor plan. Subject to modest fixings the partitions for changing rooms are unlikely to be contentious, with regards the dumb waiters, their installation from basement to ground floor will result in the loss of a modest amount of modern floor slab and due

to their restrained height (in line with the partitioning for the changing rooms) they're unlikely to appear visually obtrusive within the ground floor space. Whilst noncontentious the proposals are considered to require listed building consent.

Of contention would be the installation of a polished concrete floor at ground floor level. Currently the floor covering is a modern timber floor, which presents a traditional aesthetic which is easily reversible, unlike a concrete floor. You are therefore advised that such a proposal is unlikely to gain consent and instead you should consider a more complementary floor finish.

Externally, the proposed signage appears suitable in terms of siting and illumination, however the placement of the projecting sign on the fascia would appear to conflict with an existing CCTV camera, which would appear to clutter the facade. It appears that previous occupiers have used the existing traditional bracket, which would be supported if the sign were of an appropriate size. You are advised that signage proposals will require both listed building and advertisement consent.

The advice contained within this letter is for guidance and does not prejudice the consideration of any future applications under the Planning Acts. If you require any further guidance, please contact Jennie Humphrey on 07866040589.

Yours faithfully

Deirdra Armsby
Director of Place Shaping and Town Planning

NB In order to speed up the processing of your application, submitted documents and drawings should be titled in accordance with our file naming protocol. More information is available on our website: www.westminster.gov.uk/planning-building-and-environmental-regulations/planning-applications/making-planning-application. If you provide the drawings on a CD or an USB stick, the size of each document must be maximum 5 MB.