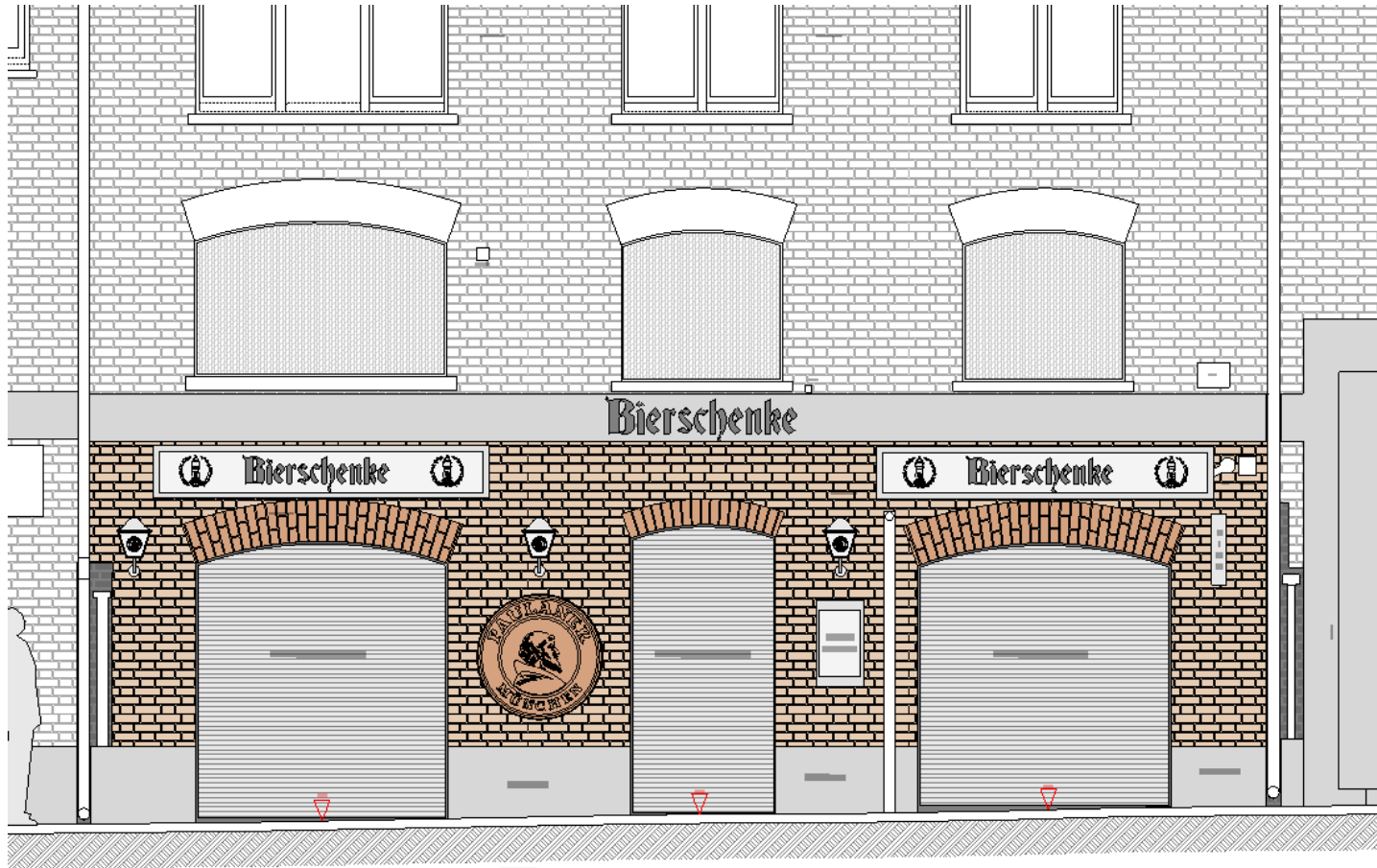


# DESIGN & ACCESS STATEMENT



50 Earlham Street  
London WC2H 9LJ



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[www.ksde.co.uk](http://www.ksde.co.uk)

## **INTRODUCTION**

This statement is submitted in support of the application for planning permission and listed building consent. The application is for the refurbishment to transform the space into a hospitality unit serving traditional Bavarian beer and food, at 50 Earlham Street, London WC2H 9LJ.

The purpose of this statement is to explain the design and land use in context of the proposal.

The application is made on behalf of The Delicatessen Co. Ltd. ("the Applicant") for the proposed refurbishment of existing premises to create a traditional Bavarian Beer House and Restaurant. ("the Proposal") at the basement, ground and first floors of 50 Earlham Street, London WC2H 9LJ ("the Application Site").

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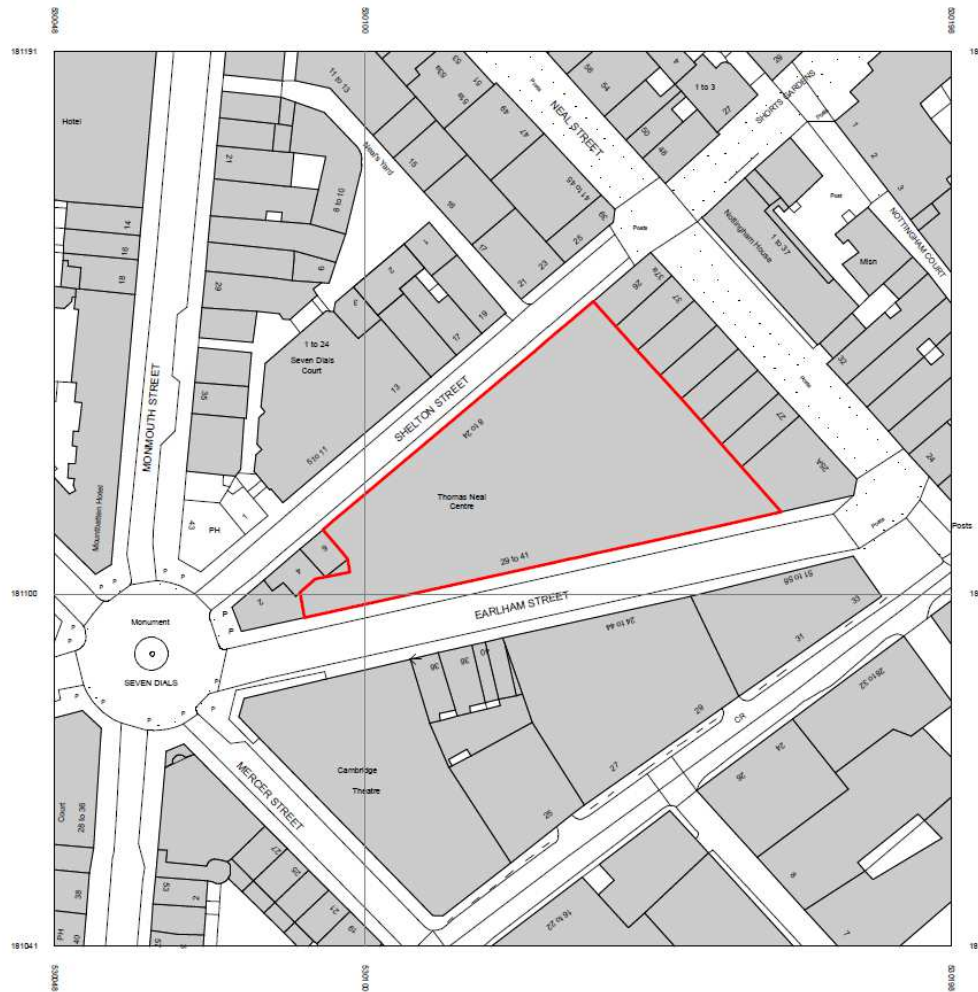
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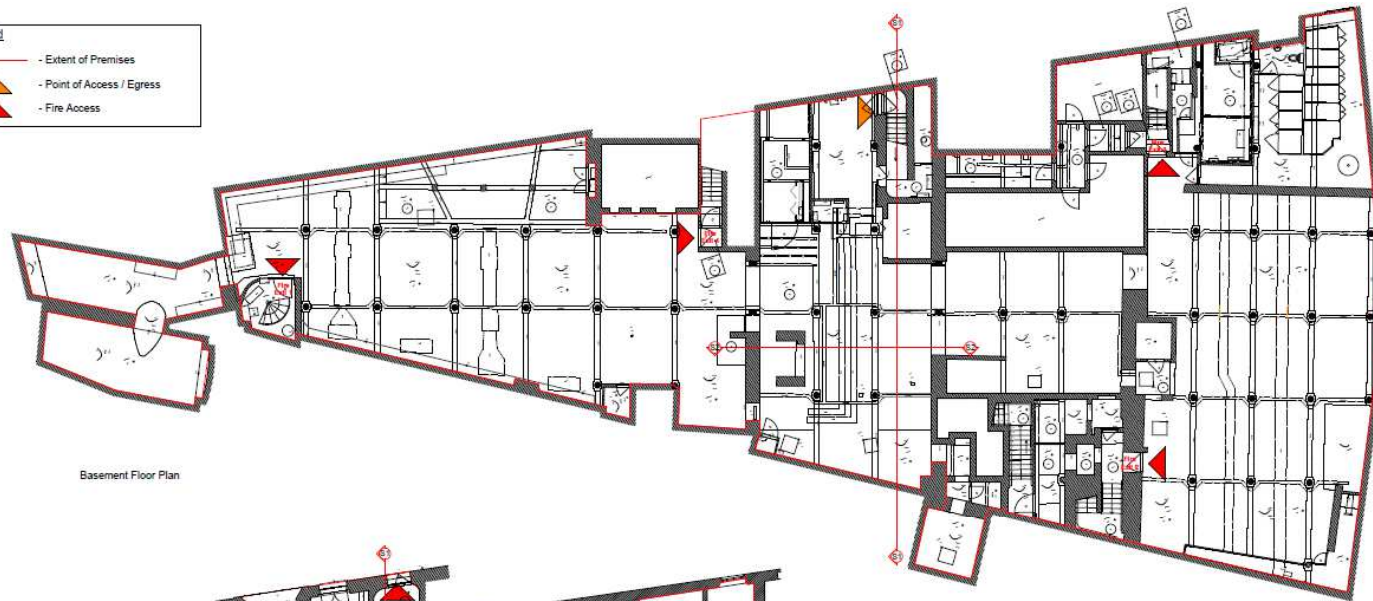
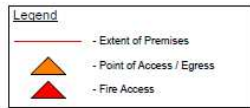
# 1 SITE AND SURROUNDINGS

The Application Site is located at 50 Earlham Street which forms part of the Seven Dials Warehouse. The site occupies a small section of the ground floor and first floor, and the basement area of the Seven Dials Warehouse. The site has two entrances, one on Earlham Street to the north and the other on Shelton Street to the south, both are situated halfway along the length of the building. The Seven Dials Warehouse is a Grade II-listed building located in the Seven Dials Conservation Area in the London Borough of Camden.

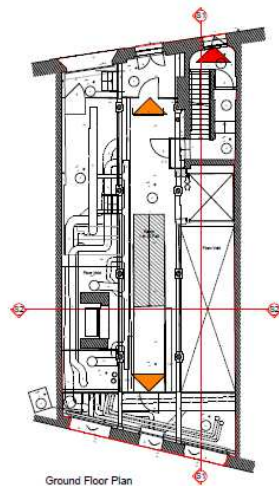


The demise of the application site comprises the entirety of the basement of the Seven Dials Warehouse and part of the ground and first floor, all space previously occupied by Belgo under an A3 use. Below indicates the total areas at each level that will be impacted by the proposal:

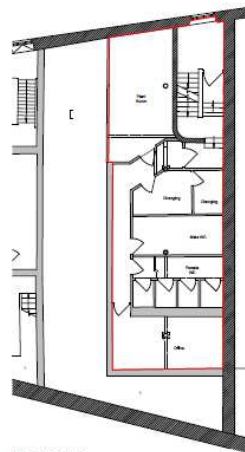
- Basement Level 1,077m<sup>2</sup>
- Ground Floor 113m<sup>2</sup>
- First floor 101m<sup>2</sup>



Basement Floor Plan



Ground Floor Plan



First Floor Plan

The Seven Dials Warehouse has group value together with the neighbouring buildings positioned around Old Brewers Yard in the Covent Garden Conservation Area in the City of Westminster. Several of these buildings, including nos. 24-26 and 34 Shelton Street, are listed at Grade-II. It also has group value with nos. 29-40 (even) Earlham Street and the Cambridge Theatre, both listed at Grade-II.

The Seven Dials Conservation Area is broadly divided into three character areas, one centred on Seven Dials, one incorporating the Freemasons Hall/Great Queen Street and one set around Macklin Street.

The building is sited in the Seven Dials character area, which is defined by the radiating street layout devised by Thomas Neale in the late-17<sup>th</sup> century that created distinctive wedge-shaped building plots.

The area contains an eclectic mix of buildings including several 18<sup>th</sup> and 19<sup>th</sup> century terraces with distinct narrow frontages. These buildings are juxtaposed with larger mid-to-late-19<sup>th</sup> century industrial warehouses, though the streetscape is unified by a consistent use of brick and prevailing building height of five storeys. Seven Dials is a major shopping destination in connection with Covent Garden and there is an abundance of 19<sup>th</sup> century shopfronts in the area, though the shops in Earlham Street have modern glazed shop fronts at ground floor level that generate a contemporary, urban retail feel to the street.

The Seven Dials Warehouse makes a positive contribution to the character and appearance of the area. The robust brick elevations, articulated with large windows and high-level door openings, are reflective of the buildings former industrial use. The building is particularly prominent in views from Five Dials Square where there is a panorama of the front elevation with foreshortened views of the Shelton Street and Earlham Street elevations.

The warehouse also has strong group value with the neighbouring buildings, which display similar architectural characteristics including a shared scale, proportion, and materiality.

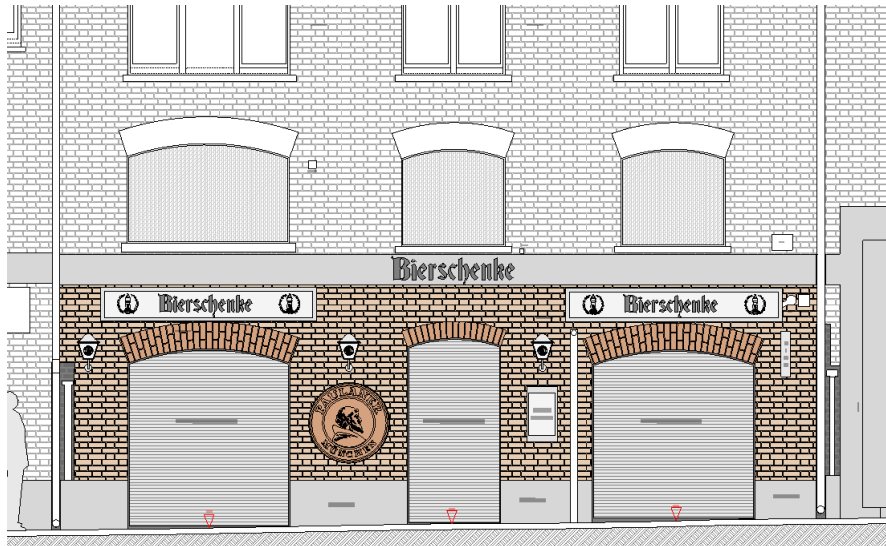
The building has remained in a mix of retail, office and community use and it was most recently refurbished in 2017, with works including the replacement of the 2001 internal fittings with an industrial inspired fit-out and the extension of the original ground-to-third floor south-east stairwell to fifth floor level. Externally, modern paint was removed from sections of the elevations on Earlham Street and Shelton Street, a few modern ground floor windows were replaced with fixed-glazed windows and a roof terrace was constructed behind the parapet at fifth floor level.

## 2 PROPOSAL

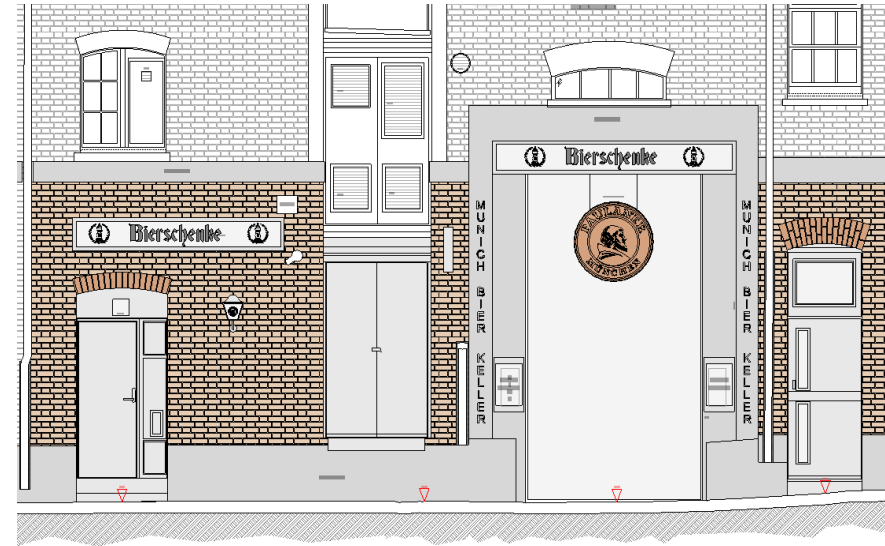
It is proposed to refurbish the existing premises to create a traditional Bavarian beer house and restaurant.

### **External Works**

Externally, the red paint to the brickwork is to be removed to expose the original brick. The existing paint will be removed using dry ice. Existing signage will be removed and installation of illuminated signs, including a menu box and advertising is proposed. Existing red painted cast iron down pipes will be repainted in black.



Earlham Street Elevation



Shelton Street Elevation



## Internal Works

Overall, proposals for the interiors constitute a form of “light touch” refurbishment to transform the space into a hospitality unit serving traditional Bavarian beer and food. As such, the overall style will involve traditional Bavarian free standing, solid oak furniture and typical Bavarian decoration.

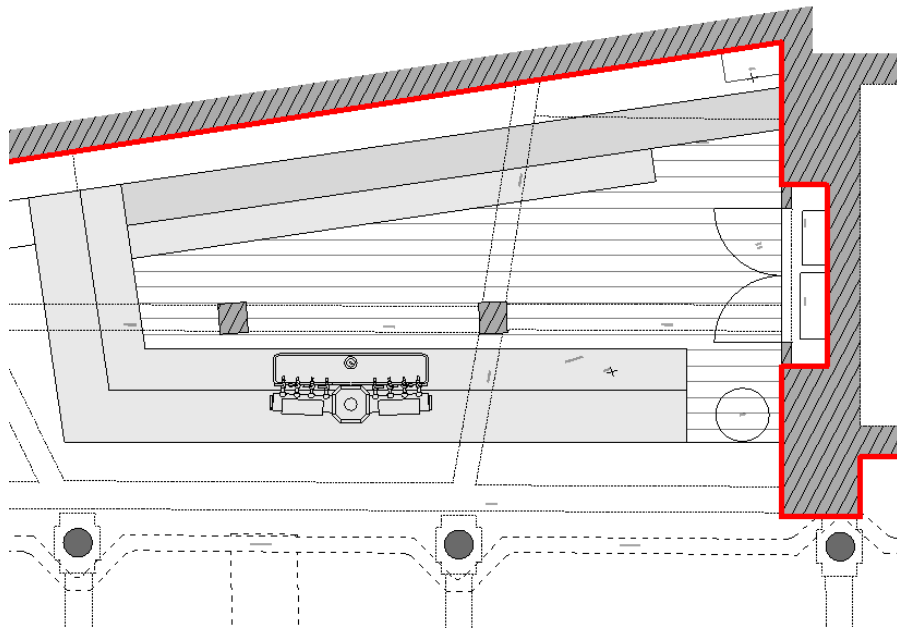


The area was previously a restaurant and therefore several of the existing fittings such as extraction ducts and WC facilities are already present and will be utilised, just refurbished where needed.

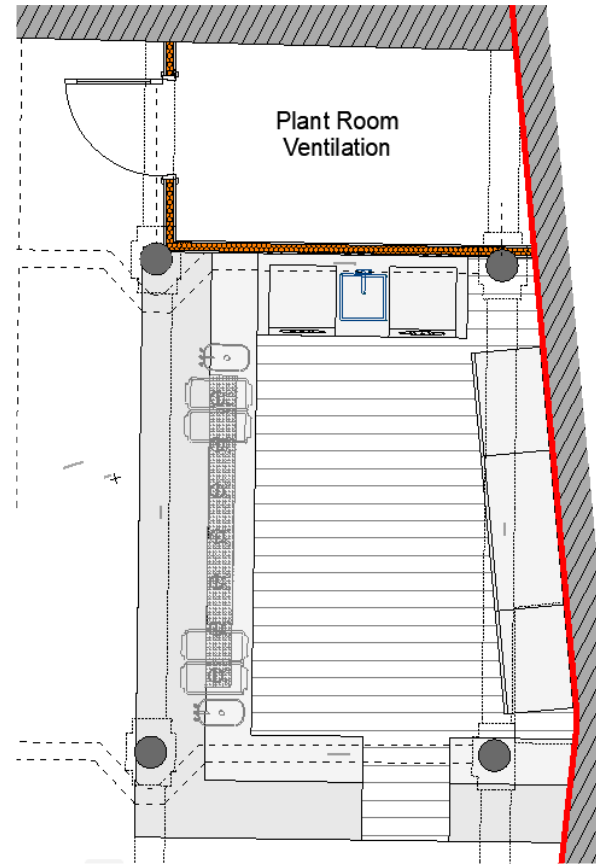


The paint on the floor tiles will be left in place, only where it is peeling and could form a trip hazard will it be removed. Vinyl flooring will be laid on top of the existing floor tiles to protect these in the kitchen and bar areas.

Two bar areas will be installed along with furnishings such as tables, chairs, and benches.

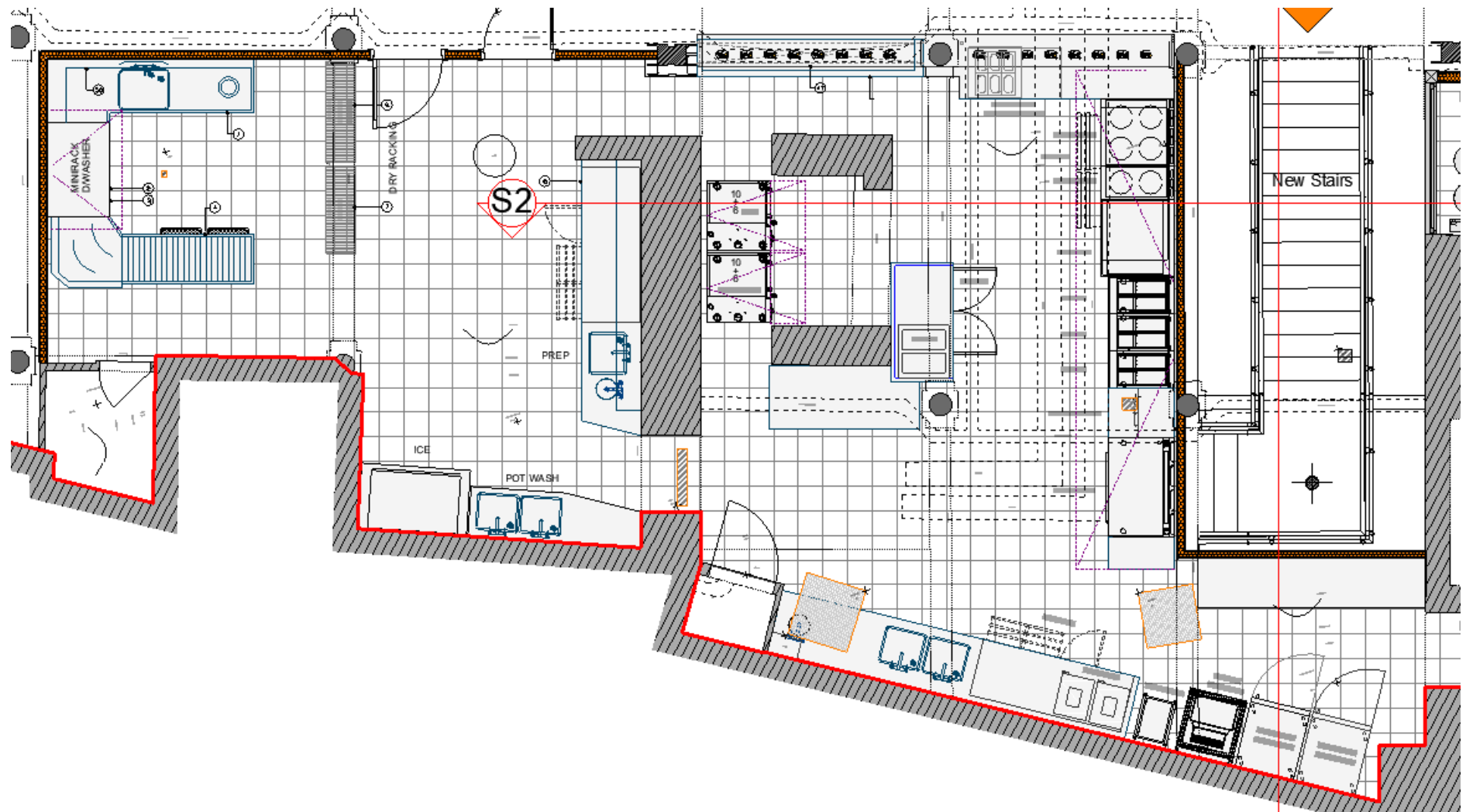


Bar Area 1

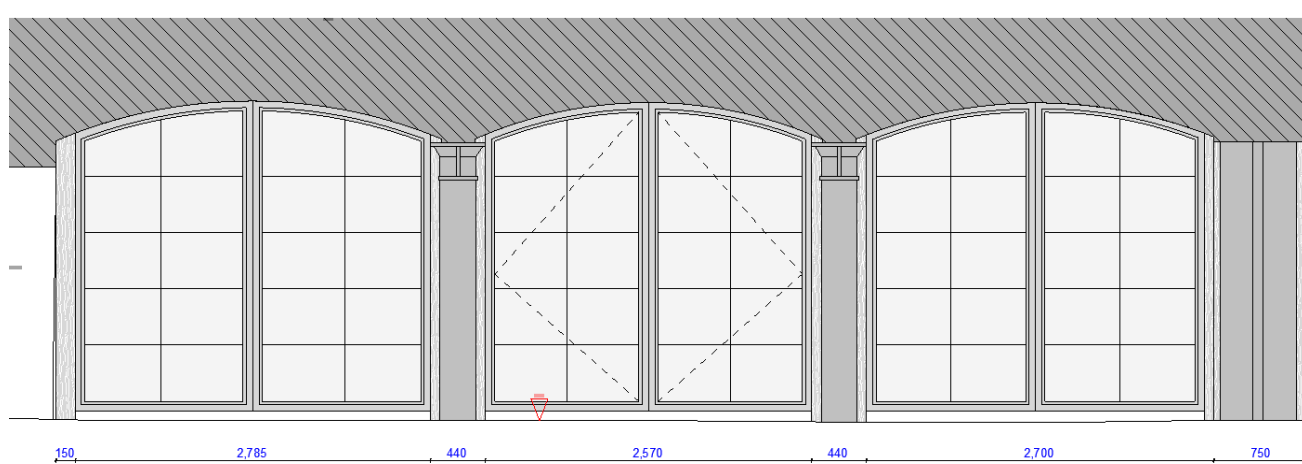
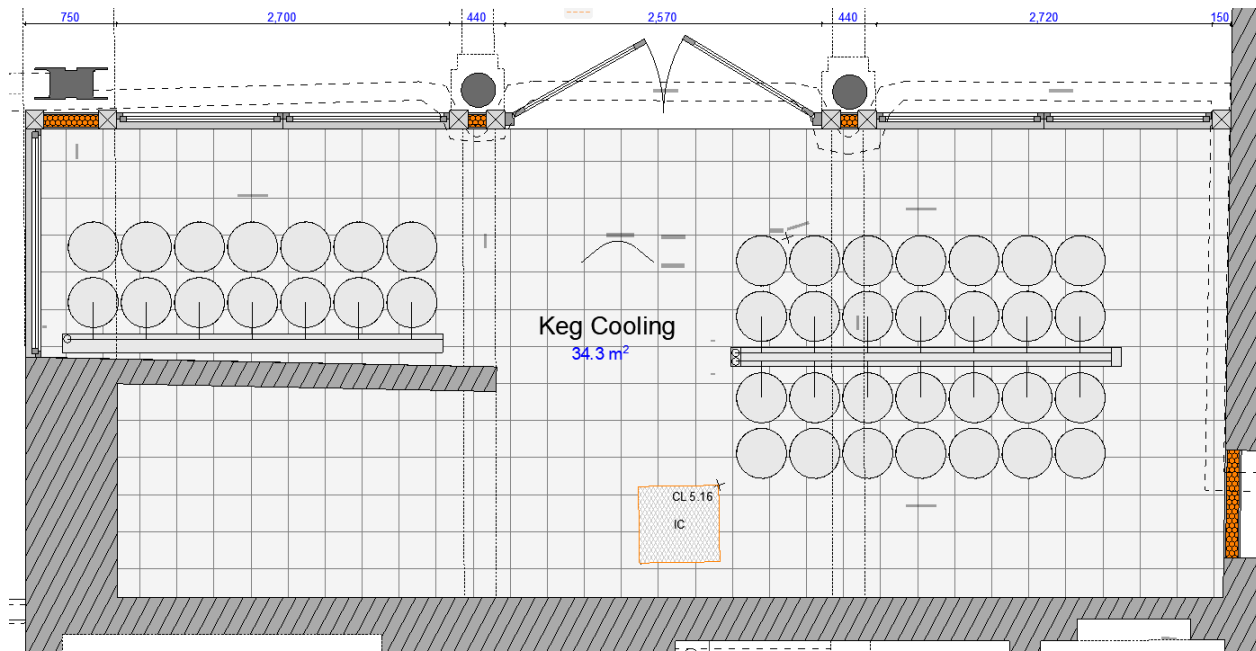


Bar Area 2

It is proposed to install a new kitchen in the same location as previously.



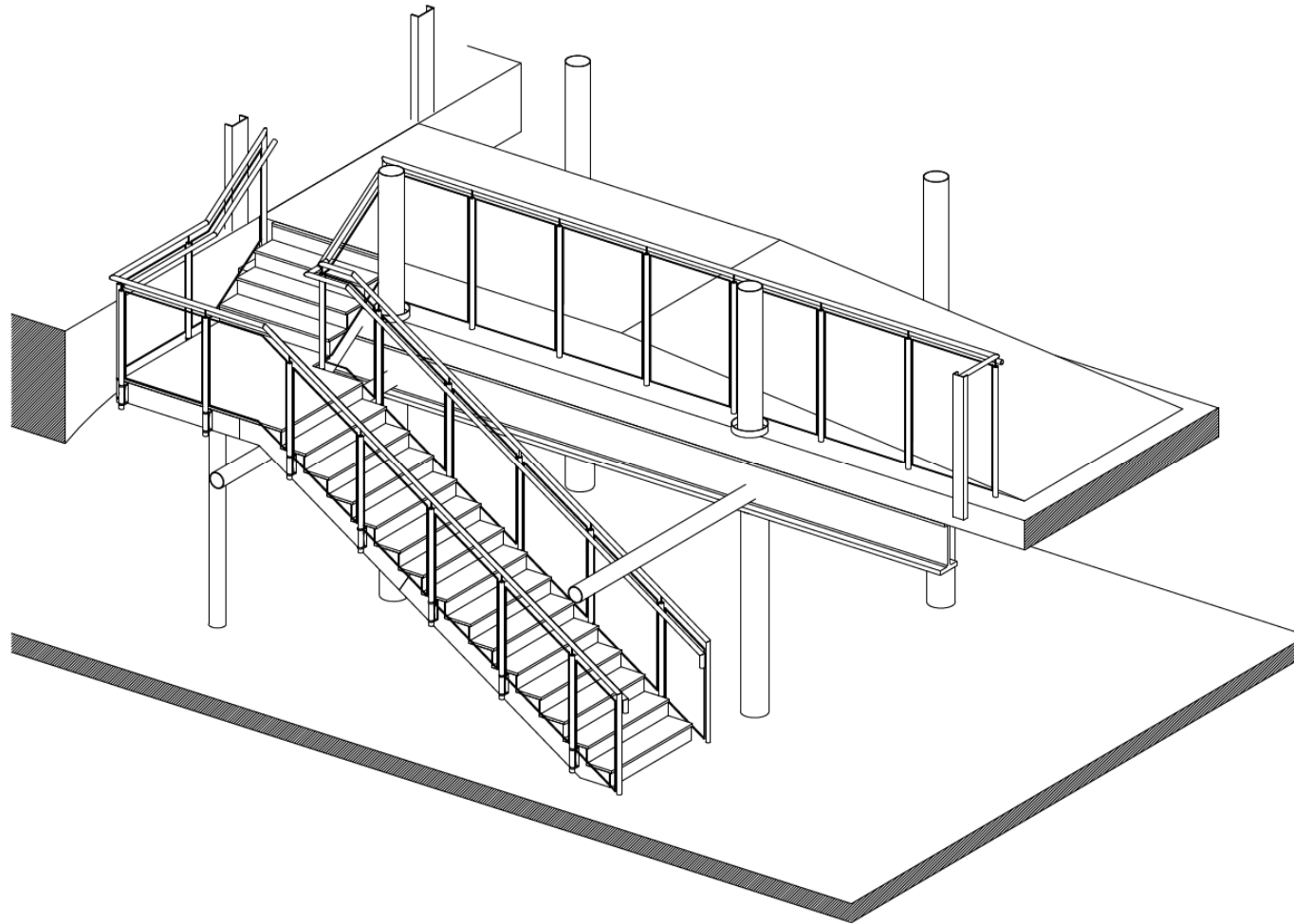
A central beer cooling area will be created through the installation of glazed walls and doors inserted into the existing arches. This will allow for climate control but also allow patrons to view the barrels and kegs.



A new staircase will be installed in the double-height ceiling area of the basement as the current access is only provided by a small fire-escape type staircase.



This staircase will be self-supporting and will be connected to the existing floor at one location only using a steel column located in the middle of the landing to support its weight. The top of the staircase will sit on top of the existing steel cross beams.



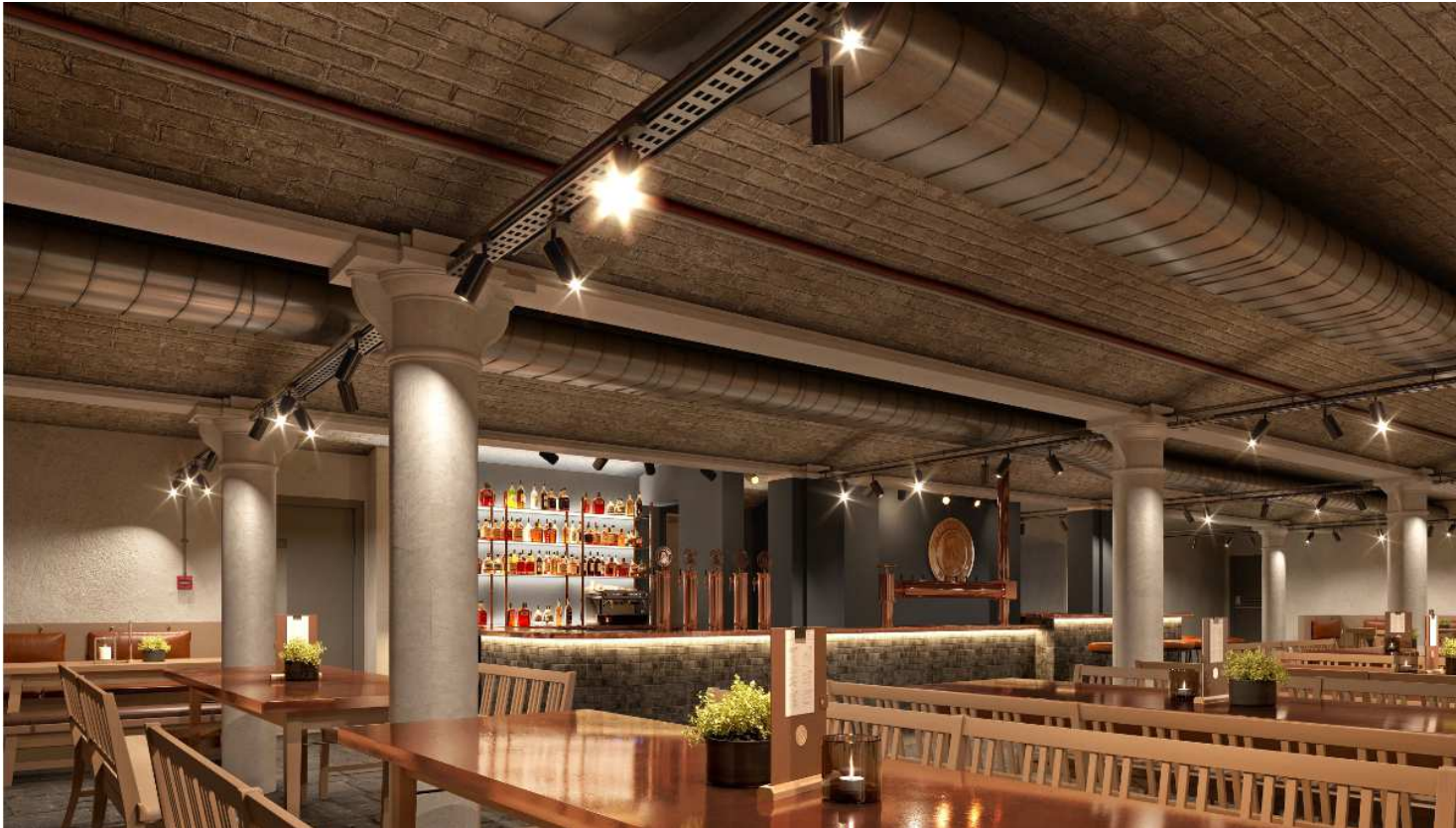
The existing netting and fencing around the mezzanine balcony will be replaced by glazing to maintain the view and visibility of the area below.



The existing lift will be retained albeit refurbished.

The existing electrical system will be refurbished and upgraded where necessary, including lighting, audio, video, and alarm systems. The fire detection and alarm will also be overhauled and upgraded where necessary along with the heating, ventilation, and air conditioning (HVAC) systems.

A small information panel illustrating the historical context and history of the development of the building, is proposed to be situated on the ground floor near the entrance detailing the history of the site and its former use as a brewery. The specific details of the materials of this panel are not known but its contents will be aimed at the general public.



All the existing white rendered walls will be clad in timber panelling or brick slips. Overhead, the existing brick arches are to be maintained and will remain untouched.

### **3 USE**

The surrounding environment is characterised by established commercial use. The application site is currently vacant. The last known existing use was class E restaurant, as the temporary use for an art exhibition has expired. No change of use is proposed.

### **4 SCALE**

The proposed refurbishment will not increase the scale of the exiting premises.

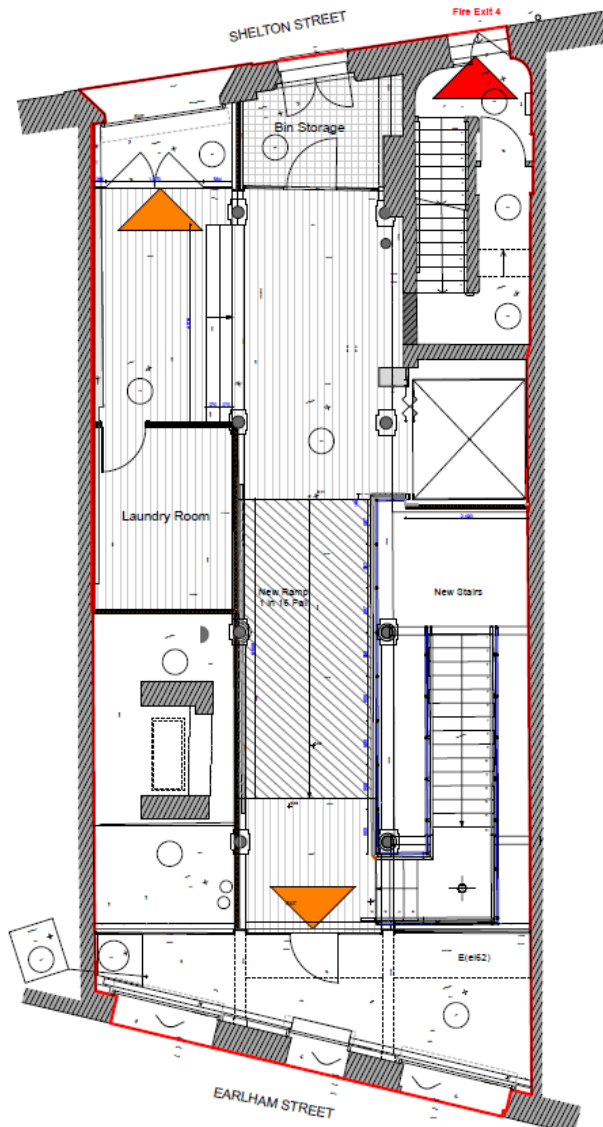
### **5 APPEARANCE & DESIGN**

The Removing of the red paint to expose the original brickwork will, in our opinion, enhances the appearance of the building and conservation area. Creating a beer related establishment will bring back some of the original character of the area. Also considering that the previous use was a Belgium beer house. The proposed bars and kitchen are located in a similar location as in the previous use, to utilise existing services and utilities. All proposed changes are reversible and therefore will not harm the fabric of the great II listed building.

### **6 REFUSE STORAGE**

Bin storage is provided on site of the proposed refurbishment. The scheme also incorporates facilities for recycled waste storage. The bin store is secure, and the waste will be collected daily.

## **7 ACCESS**



Ground Floor Plan

Level access will be provided via the main entrance at Earlam Street.

It is proposed to widen the existing wheelchair access ramp. The gradient of the ramp will be also improved from the current gradient of 1in12 to 1in16, which will make it compliant to current building regulations. Currently the only communal staircase servicing the basement from the ground floor entrance level, is a small narrow staircase. It is proposed to close the entrance to the current access staircase and use it as a additional means of escape from the basement and fire exit.

A larger, and compliant with current building regulations staircase is proposed to be installed in existing the floor void.

A similar staircase was approved in the same location in the application with 2021/1577/L.

Widening and changing the gradient of the wheelchair access ramp, and the new staircase will improve the circulation within the premises, as well as enhance the fire safety.

## **Planning History**

The site is part of a large building, formerly a warehouse. Since its conversion to other uses, the building has had several planning applications submitted dealing with different internal and external elements. Given the number of these on the planning portal, only the most recent and those relating specifically to the site are listed below.

- 2021/0792/P - Change of use of the basement, ground and first floor from restaurant (Class E) to gallery use (Class F1) for a temporary period until 31st May 2022 at 50 Earlham Street. – Granted 28/05/2021
- 2021/1577/L - Change of use of the basement, ground and first floor from restaurant (Class E) to gallery use (Class F1) for a temporary period until 31st May 2022 at 50 Earlham Street, painting of the ground floor front and rear elevations, internal alterations including installation of new track lighting at basement, ground and first floor, the removal of modern partition walls and installation of new signage on the front and rear elevations. – Granted 21/05/2021 3.6.2

Prior to its use as a temporary gallery, the site was a restaurant (BELGO – CENTRAAL) and had been for a number of years. Other planning application relating to the application site.

**Application Ref:** 2017/5817/A and 2017/5866/L

**Description of Works:** Installation of 3 x internally illuminated projecting signs to the Earlham Street elevation.

**Decision:** Granted, November 2017

**Application Ref:** 2017/5591/P

**Description of Works:** Variation of condition 4 (roof terrace hours of use) of planning permission granted on 21/12/2016 (ref:2016/5939/P), as amended by application ref: 2017/1723/P granted on 20/06/2017, for the creation of terrace at roof level, alterations to ground floor façade and fenestration, and replacement of rooftop plant.

**Decision:** Granted, November 2017

**Application Ref:** 2017/1723/P

**Description of Works:** Variation of condition 3 (approved plans) of planning permission granted on 21/12/2016 (ref:2016/5939/P) for the creation of terrace at roof level, alterations to ground floor façade and fenestration, and replacement of rooftop plant; namely 10 x condensers at roof level.

**Decision:** Granted, April 2017

**Application Ref:** 2017/1701/L

**Description of Works:** Creation of terrace at roof level; alterations to ground floor façade and fenestration; replacement of rooftop plant; and internal alterations and refurbishment.

**Decision:** Granted, April 2017

**Application Ref:** 2016/5939/P and 2016/5972/L

**Description of Works:** Creation of terrace at roof level; alterations to ground floor façade and fenestration; and replacement of rooftop plant

**Decision:** Granted, November 2016

**Application Ref:** 2016/5587/L

**Description of Works:** Internal alterations including the removal of modern partition walls and finishes

**Decision:** Granted, October 2016

**Application Ref:** 2008/5102/L and 2008/5026/P

**Description of Works:** Installation of two condenser units at roof level on the south-east (Shelton Street) elevation of office

**Decision:** Granted, 17 November 2008

**Application Ref:** 2008/2517/L

**Description of Works:** Refurbishment of the interior ground and mezzanine floors.

**Decision:** Granted, 22 August 2008

**Application Ref:** 2003/0658/L

**Description of Works:** Internal and external works of alteration including the removal of internal cladding, demolition of part of the mezzanine floor area, relocation of internal staircase, the replacement of secondary entrance with fully glazed shop window on Earham Street frontage and the removal of paint to door surrounds, stone plinths and banding.

**Decision:** Granted, 9 July 2003

**Application Ref:** 2003/0657/P

**Description of Works:** Alterations to shopfront including the replacement of the existing secondary entry door with fully glazed shop windows.

**Decision:** Granted, 9 July 2003



**Application Ref:** PSX0104366

**Description of Works:** Installation of new entrance to Earlham Street and internal modifications. As shown on drawing numbers 001TP, 002TP, 003TP, 004TP, 005TP, 006TP, 007TP, 008TP, 009TP, 012TP2, 013TP, 014TP, 015TP2, 016TP, 018TP3, 019TP2 AND 051TP3

**Decision:** Granted, 3 July 2001

**Application Ref:** PSX0004538

**Description of Works:** Refurbishment, alteration and extensions following fire damage to provide a mix of offices, retail and community uses including the erection of a roof extension at fifth floor level and roof top plant and associated alterations at ground floor level and facades.

**Decision:** Granted subject to Section 106, 2 May 2001

**Application Ref:** CSX0004582

**Description of Works:** Part demolition of the fire damaged structure including roof, internal fabric and part elevation fronting Shelton Street.

**Decision:** Granted, 2 May 2001

**Application Ref:** PS9704382R1

**Description of Works:** Alterations to the elevations on Earlham Street, Neal Street and Shelton Street to form new shopfront doors, windows and louvered ventilation openings, in connection with the retail use of the premises on ground, mezzanine and first floor levels as one large unit.

**Decision:** 20 October 1997

**Application Ref:** 9401157

**Description of Works:** Alterations to the Shelton Street and Earlham Street elevations to form entrances and windows to restaurant use. Alterations to brickwork above Earlham Street entrance and the installation of security shutters to Earlham Street entrance and alterations to doors at first floor level on Shelton Street

**Decision:** 29 July 1994