

**Proposed Signage
Warehouse, 42-56 Seven Dials, Earlham St
London
WC2H 9LJ**

For

URBAN OUTFITTERS

DESIGN, ACCESS AND HERITAGE STATEMENT



1. INTRODUCTION

- 1.1.** This Design, Access and Heritage Statement has been prepared to support the Advertisement Consent for the installation of 1No. projecting signs to the 'URBAN OUTFITTERS' shop at 42-56 Seven Dials, Earlham St, London WC2H 9LJ
- 1.2.** The purpose of this document is to demonstrate the consideration given to the architectural significance of the building and the surrounding conservation area, and to illustrate that the proposed signage is appropriate for the building. The proposal takes into consideration the existing character of the public realm and the Nation Planning Policies (NPPF)

2. THE SITE:

- 2.1.** 42-56 Seven Dials, Earlham St is sited in the Seven Dials shopping area just north of Covent Garden on the border of Camden Council to Westminster Council in the south. The site sits on the narrow end of a triangular shaped block between Earlham and Shelton Street facing a small public square on Neal Street. The site is part of the Seven Dials Conservation area. The shop is part of a larger building complex known as the "Former Brewery Building. 27-33 Shelton Street and 42-54 Earlham Street". The building is listed as Grade II.
- 2.2.** Former Brewery Building. 27-33 Shelton Street and 42-54 Earlham Street. Mid-19th century, designer unknown. Yellow stock brick with granite dressings; roof not visible. Occupying a narrow wedge-shaped site, narrowing to the east, (at which end the shop is located) this former brewery building comprises a five-storey structure with a granite plinth, a granite impost band, a brick cornice and parapet. The narrow three-window wide east front has a large central opening (Shop entrance) with a pedimented door surround, retaining a gas lamp bracket to the centre. The longer side elevations have a mixture of window openings, generally with sash windows, some of which have been enlarged in recent times, but which retain their brick arches.
- 2.3.** The site lies within the Seven Dials Conservation area, the Conservation Area sits north off Covent Garden and stretches from West Street to Newman Street.
- 2.4.** Seven Dials is primarily a retail and night life area, comprising of a number of red brick and stone-built buildings of various sizes and constructed from the Victorian period to the later part of the 20th century, providing ground floor retail, food and drink and entertainment units with a mixture of residential and offices on the upper floors.
- 2.5.** The unit at 42-56 Seven Dials, Earlham St comprises a ground floor retail space with large mezzanine and 1st Floor sales areas and back of house spaces at the 1st Floor.
- 2.6.** The shopfront to the ground floor facing a public space as part of Neal Street consists of a large shop entrance with a glazed overhead window recessed in a painted stone surround. To the side of the entrance are two smaller windows. Existing Signage is located above the entrance door in front of the glazed window. The shop front is made of yellow London Bricks.
- 2.7.** The shop has two more larger shop windows one to Earlham Street and another to Shelton Street. Both facades have several smaller ground floor windows, which look into the shop.

3. THE NATURE OF THE PROPOSAL:

- 3.1.** A New projecting sign on Earlham Street, made of powder coated (black RAL 9005) aluminium sheets with laser-cut "urban outfitters", acrylic cut letters (white 9010) on both sides, together with an aluminium framing bracket strap on all four narrow sides fixed to store front, externally illuminated from a top frame extended beyond signage to create pocket for light fixture (width 150mm, height 38mm) with ipx6 flexible led strip light mounted within 45-degree corner aluminum extrusion. End plate return on both sides of sign.

4. DESIGN & ACCESS

- 4.1.** The proposals do not alter the amount of development as the works are confined to the external elevations. The proposal does not alter the scale of the existing building. The proposal alters the appearance of the building through the introduction of vinyl signage mounted to the shopfront and side elevation.
- 4.2.** The proposal does not materially alter the accessibility as the entrance and layout remain as existing.

5. COMPLIANCE:

- 5.1.** The proposed Projecting sign is subordinate in scale to the host building, and do not intrude into the outlook of nearby residents and do not have an adverse impact on the public or highway safety. The proposal is small in scale and has been carefully considered to ensure that it does not adversely affect the conservation area in which it sits, using a high-quality

design. Similar projecting signs can be found on the majority of all shopfronts along the street.

- 5.2.** As per the Camden local plan - 7.82 the signage proposal is "... designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination..." are "... carefully considered. Interesting and unique (in) styles ..." and it is "...compatible with the host buildings and surrounding environment..." in this sense the sign is making in its design reference to the commercial heritage of the building and it is using a colour of the facade (black) which also works with the brick facade, it is placed at the fascia line at ground floor and is therefore integrating and preserving the character of the building.
- 5.3.** The Seven Dials Conservation Area guidance states: under – SD19 "... shop signage should be appropriate for the Conservation Area, ... and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level." The proposal fulfils all of these criteria as it is designed in keeping with the spirit of the warehouse host building, it is at ground floor level and externally illuminated.