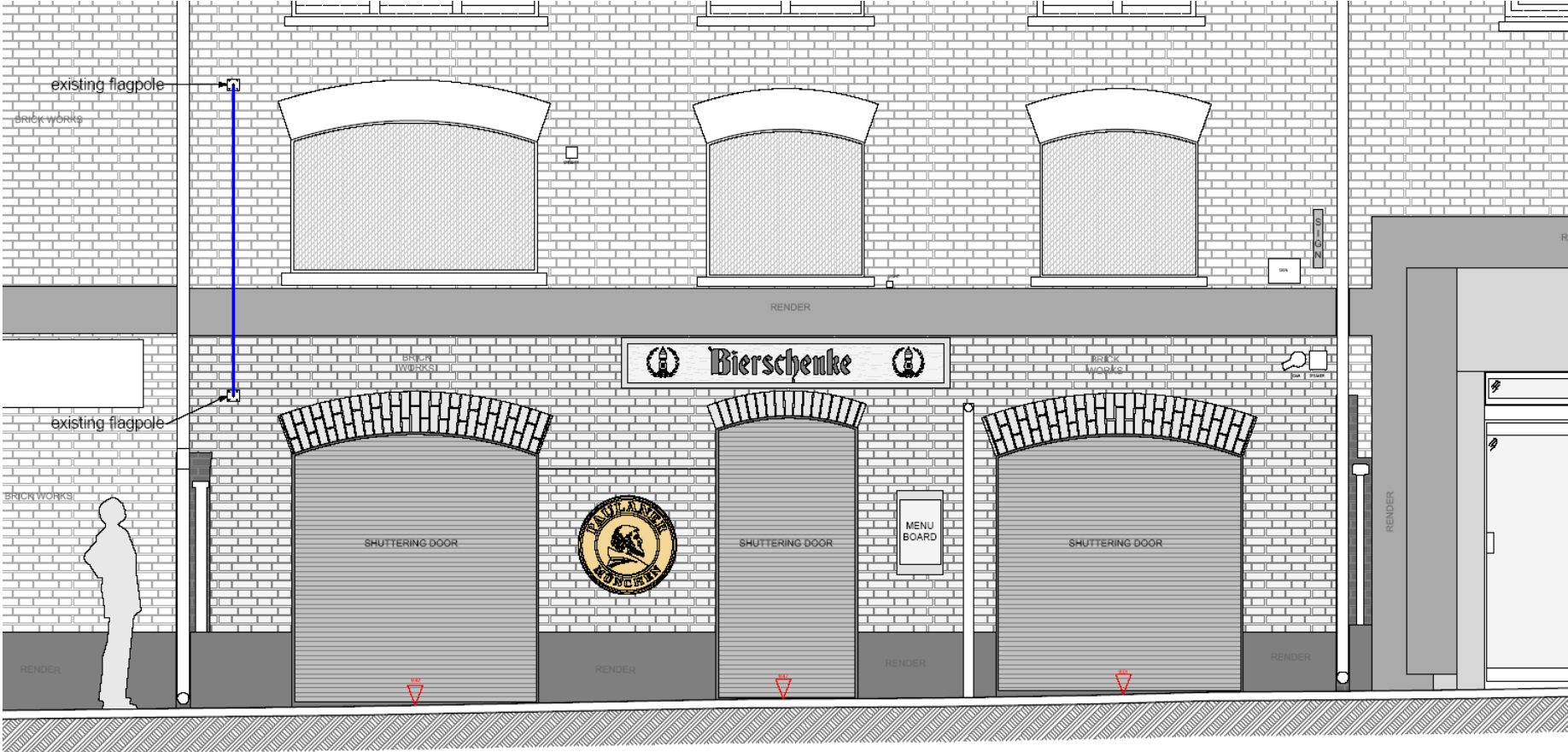


DESIGN & ACCESS STATEMENT

October 2023



50 Earlham Street
London WC2H 9LJ



4 Dover Close, Clacton on Sea, CO15 1XF
www.ksde.co.uk

INTRODUCTION

This statement is submitted in support of the application for re-perspective listed building consent and consent for advertisement. The application is for the installation of one advertising banner to the existing flagpoles on both external elevation for a period of 12 months., at 50 Earlham Street, London WC2H 9LJ.

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

The application is made on behalf of The Delicatessen Co. Ltd. ("the Applicant") for the proposed the installation of one advertising banner to the existing flagpoles on both external elevation for a period of 12 months. ("the Proposal") at the basement, ground and first floors of 50 Earlham Street, London WC2H 9LJ ("the Application Site").

LIST OF CONTENTS

1 SITE AND SURROUNDINGS

2 PROPOSAL

3 USE

4 SCALE

5 APPEARANCE & DESIGN

6 REFUSE STORAGE

7 ACCESS

8 PLANNING HISTORY

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.



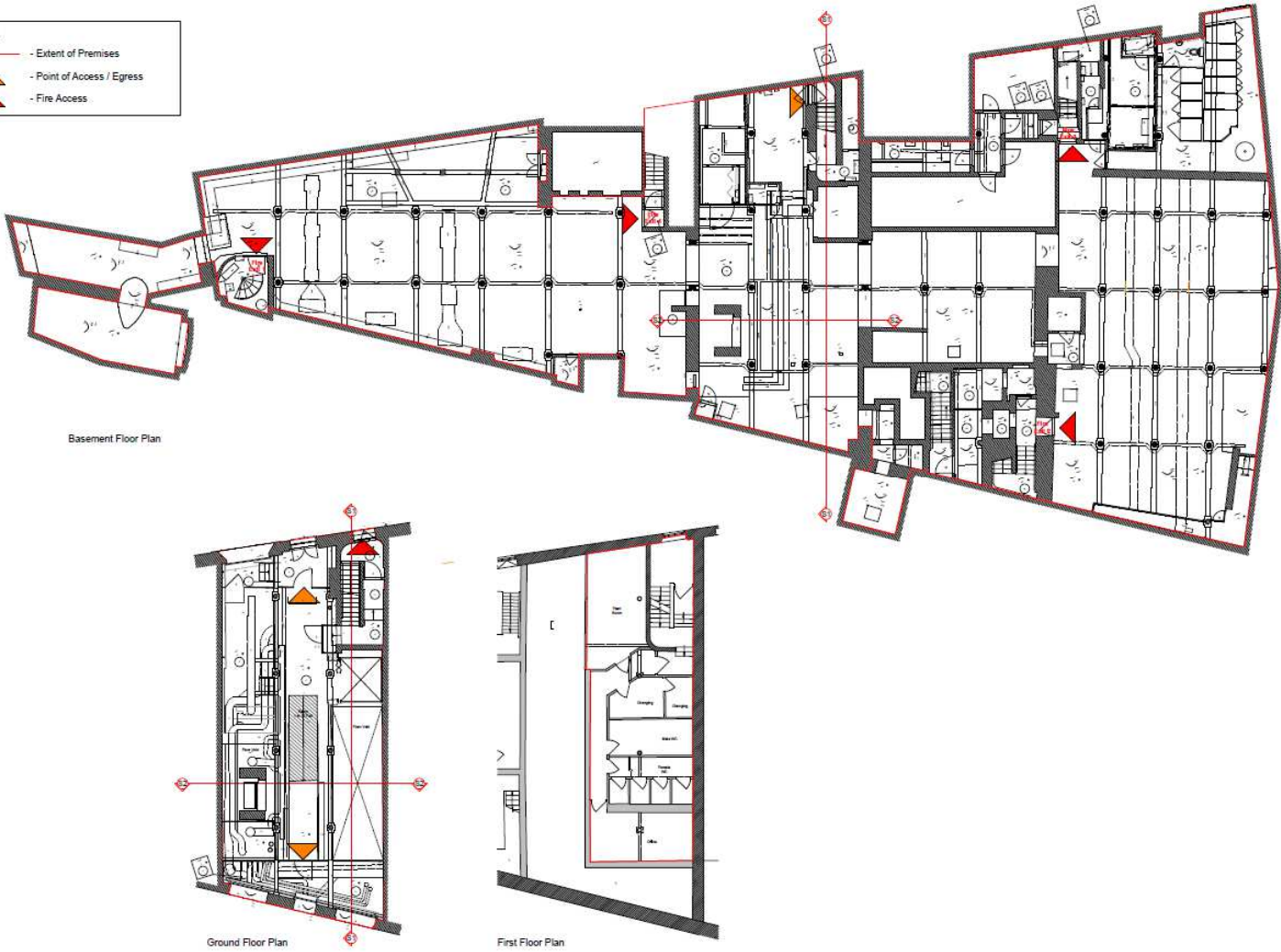
The demise of the application site comprises the entirety of the basement of the Seven Dials Warehouse and part of the ground and first floor, all space previously occupied by Belgo under an A3 use.

Below indicates the total areas at each level that will be impacted by the proposal:

Basement Level 1,077m²
Ground Floor 113m²
First floor 101m²

Legend

- Extent of Premises
- Point of Access / Egress
- Fire Access



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-17th century that created distinctive wedge-shaped building plots.

The area contains an eclectic mix of buildings including several 18th and 19th century terraces with distinct narrow frontages. These buildings are juxtaposed with larger mid-to-late-19th 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 19th 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

Installation of one advertising banner to existing flagpoles on each external elevation for a period of 12 months.

It is proposed to use the existing flagpoles and span an advertisement banner between them on the Shelton Street and Earlham Street elevation.

As the premises are occupied by a new business, additional advising would be required for a period of 12 months, until the newly opened restaurant is more established.

Previous occupiers have used the existing flag poles for displaying advertisement.



Earlham Street Elevation

Banksy Exhibition February 2022

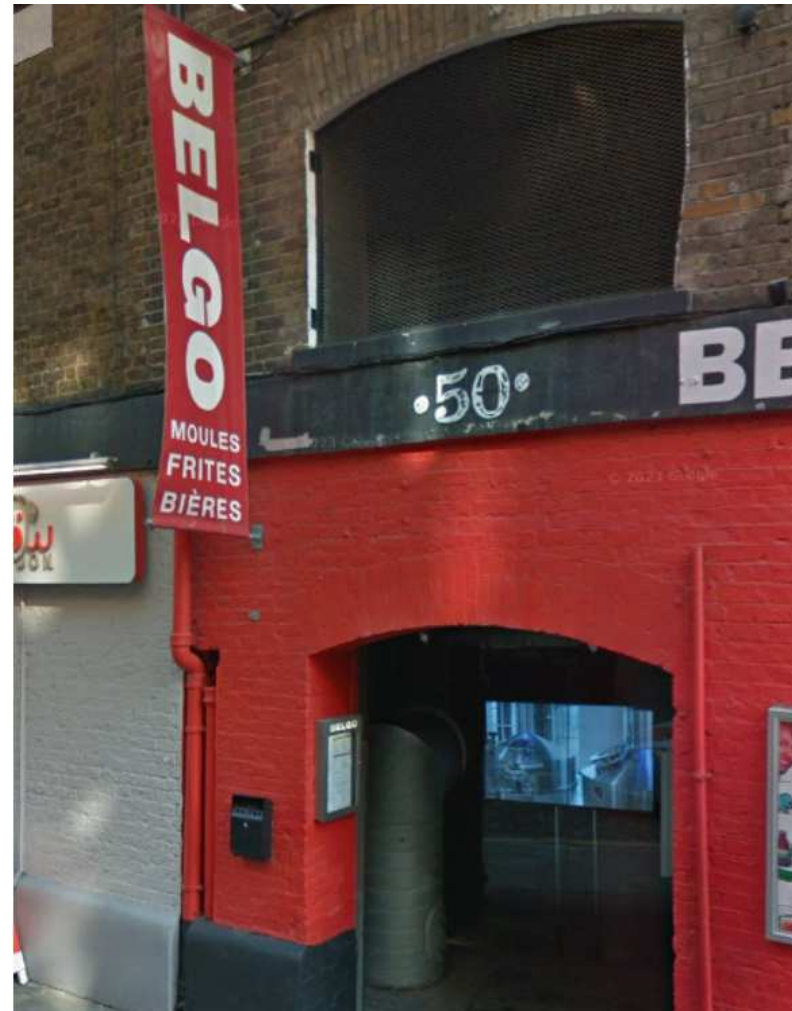


Belgo December 2020

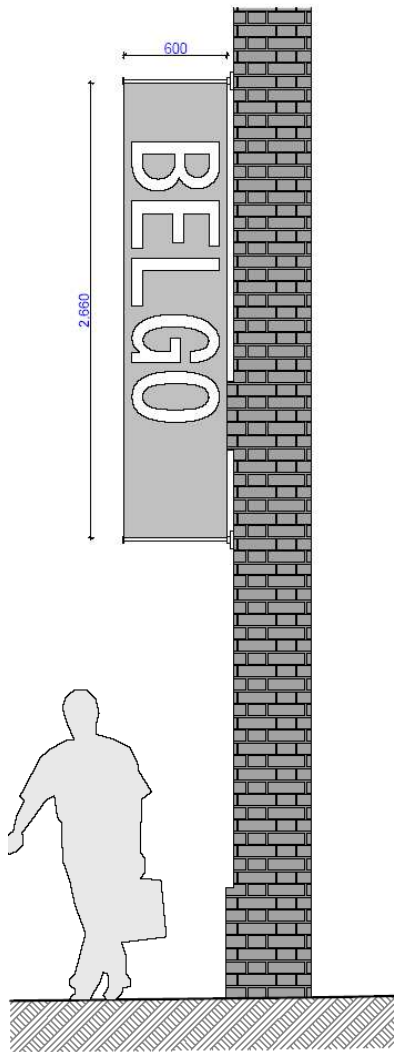


Earlham Street Elevation

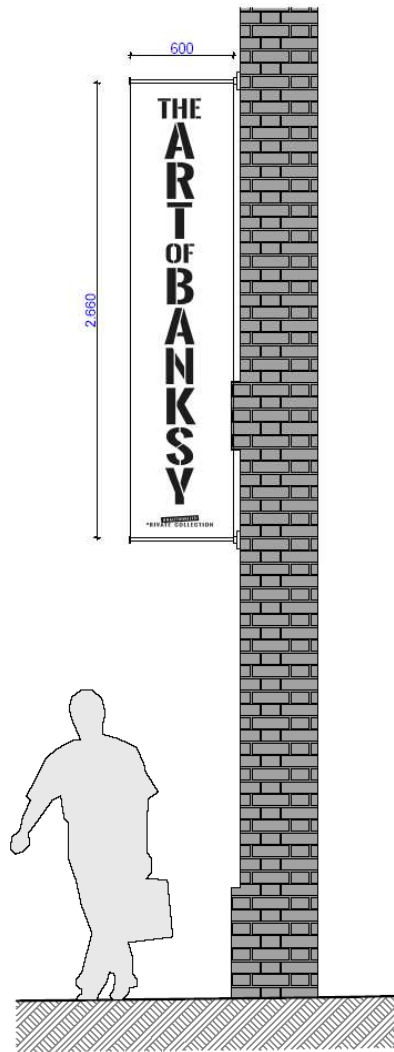
Banksy Exhibition February 2022



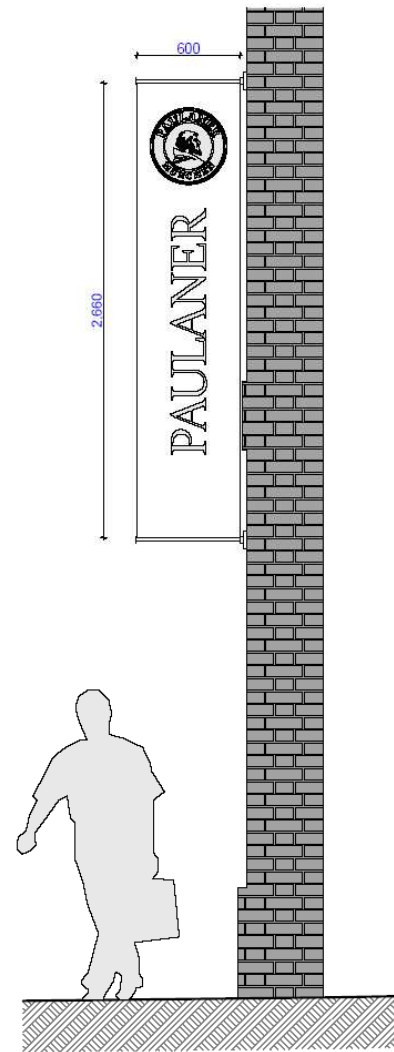
Belgo December 2020



Existing Banner Elevation
Belgo from 2008 till 2021



Existing Banner Elevation
Banksy Exhibition from 2021 till 2022



Proposed Banner Elevation
Bierschenke from September 2023

3 USE

The surrounding environment is characterised by established commercial use. No change of use is proposed.

4 SCALE

The proposed size and scale as previously displayed banners.

5 APPEARANCE & DESIGN

Planning Permission (2021/0792/P) has been granted for 12 months 2021/0792/P for: 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 Earlam Street. The approved application included the use of the existing flagpoles for an advertisement banner on both elevations.

The flagpoles have been used to display advertisement at least since 2008 until 2022 and have been temporarily approved by the council.

The work done by the refurbishment enhances the appearance of the building and conservation area. Creating a beer related establishment has brought back some of the original character of the area. Especially removing the red paint has created a more balanced street elevation on both entrances.

The proposed banners are reversible and therefore will not harm the fabric of the Grade II listed building.

6 REFUSE STORAGE

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

7 ACCESS

Level access is provided via the main entrance at Earlham Street.

8 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.

- 2023/2353/A Installation of 1 x timber sign with brass lettering, 1 x wall mounted timber sign, 1 x non-illuminated hanging timber projecting sign with traditional metal bracket, and 1 x menu board at Earlham Street, and 1 x timber s. Advertisement Consent Granted 29/08/2023
- 2023/2305/L Internal alterations including installation of access staircase, creation of bar areas and glazed beer cooling area, and works to walls and flooring. External works including removal of paint and erection of signage. - Listed Building Consent Granted 29/08/2023
- 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 21/05/2023
- 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

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 Earham 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