

Application ref: 2023/3619/L
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
38 Earlham Street
London
WC2H 9LH

Proposal: 1 x non illuminated hanging sign, alterations to fascia including acrylic lettering and logo, temporary signage and internal alterations to partitions and flooring at basement level with associated cosmetic changes.

Drawing Nos: Methalmorphosis_Advertisement Consent_17112023
Methalmorphosis_LBC_Existing and Proposed_18102023
Location Plan

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The subject building is in a group of three (36, 38 and 40) Grade II Listed buildings located in the Seven Dials (Covent Garden) Conservation Area.

The subject application works relates to the ground floor and basement level retail unit at No. 38. While the properties original shopfront remains intact, the interiors of the retail unit have been largely modified such that little of the original planform and fabric remains.

The proposed works to the ground floor and basement retail unit and shopfront at 38 Earham Street include the repainting and new signage externally, and alterations to partitions and flooring internally with cosmetic changes associated with the branding of the new occupiers - Metal Morphosis. A site visit and meeting were held on 14 August 2023 as part of the associated Pre-Application.

Front façade

The redecoration and repainting of the front façade in the specified dark navy blue would raise no heritage or conservation concerns.

The proposed works seek to retain the existing non-illuminated fascia board that sits above the shopfront and the new branding lettering and logos will be applied to the existing signage and are shown to be appropriately scaled and located. The existing projecting sign will be replaced with a more traditional hanging sign in the same location. The 450x450mm by 30mm deep di-board sign will be hung from a simple linear bracket and will not be illuminated. The change from a projecting to hanging sign detail is considered to be a notable enhancement to the Conservation Area and Listed Building.

As indicated in the Plans, the proposed vinyl graphic/lettering on the front shutters would be temporary - applied only for the duration of the refit then removed at opening.

Ground floor

Where little historic fabric remains internally, the retention of the timber floors serves to maintain the surviving traditional character of the shop. Branding lettering may be applied to the flooring that is reversible and may be lifted without damaging the timbers at a later date.

The rear timber stud partition and dwarf wall stair balustrade proposed for removal are both modern fabric. Fixings and signage will be largely attached to the modern plasterboard walls and suspended ceilings with no new fixings proposed into the masonry brickwork. New electrical power points and cabling will be run externally and require minimal fixings.

2 Basement

At basement level the planform of the two main rooms will be further divided to create x4 individual studios. x7 new sinks with associated plumbing connections and mechanical ventilation are also proposed to be installed. The new studio partition walls have been sympathetically detailed in their design so that they will not extend to the full height of the ceiling. This will enable the original volumes of the rooms to remain legible at basement level. While the addition of x7 new sinks will require a considerable amount of new plumbing, these services will be connected to existing pipework and run externally.

As proposed, the ventilation system would involve the removal of two panes of glass from the basement window. This is not an alteration that would typically be supportable, however, it has been sufficiently demonstrated that the 1000mm separation of the vent outlets necessitating the two openings is a NHBC Standard requirement. Further, in this specific case the panes to be removed do not contain historic glass, and the subject window is located in the basement below street level and largely obscured by metal grate. Harm posed to the visual character of the building and Conservation Area would therefore be limited. This alteration is also in line with the consented works next door at No. 36 Earlham Street - where the removal of a single pane of glass to insert the ducting in the basement window was approved (2021/4242/L).

The proposal is considered to preserve and enhance the character and appearance of the Seven Dials Conservation Area overall and maintain the special architectural and historic interest of the listed building.

Two objections were raised regarding the proposed signage. The applicant has amended the scheme, to the satisfaction of Council and the objectors. All objections have now been withdrawn. The site's planning history has been considered when making this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2023.

- 3 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2023.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written in a cursive style.

Daniel Pope
Chief Planning Officer