

**Installation of new Fibre Optic Cable - Open Reach
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 Listed Building Consent Application for the installation of a new fibre optics cable serving the 'URBAN OUTFITTERS' shop at 42-56 Seven Dials, Earlham St, London WC2H 9LJ to the Earlham Street façade of the of the building.
- 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 proposal is appropriate to the building. It 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 a 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.** The proposal involves the installation of fibre optic cable to the external wall and drilling of pass-through hole on first floor front-facing window wooden trim.
- 3.2.** The proposed fibre cable installation shall start from the data cabinet on the first floor and route along the internal walls up to the 1st floor window facing Earlham Street. A pass-through hole is required to be drilled on the wooden trim of this window. Then the cable shall emerge from the first-floor window above a square concrete arch of a ground floor glass entrance door to Earlham Street (adjacent tenant). The cable shall route downward to the top of the arch and down to the pavement on its left side until reaching the pavement.
- 3.3.** The size of the hole drilled through the timber trim of the window would be approximately 1cm in diameter. The fibre cable will be tacked against the wall throughout the route in order to minimise the potential visual impact to the elevation facing Earlham Street.

- 3.4.** An on-site inspection has found that there are no other existing external openings that could be utilised for the installation

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 fibre cable is subordinate in scale to the host building, and will be hardly visible on the façade of the building. It does not intrude into the outlook of nearby residents and does 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 the shortest possible route for the cable along protruding building features (brick arch and window sill) where it will be tacked away throughout. Similar cable installations can be found on the majority of many buildings along the street.
- 5.2.** As per the Camden local plan - 7.34 the proposed cable shall "... be located in a visually inconspicuous position." In this sense the proposal will not add any additional visual clutter to the façade, as it is to be tacked against the wall throughout the route and hidden behind the protruding building features such as the brick arch and the window sill. This will minimise the potential visual impact to the elevation facing Earlham Street.
- 5.3.** The proposed route is the shortest and only way for the cable from the 1st floor Data cabinet. The route is contained for the longest part inside the building and only a short run is on the external façade. This is the only feasible route as the Ground floor area below the data cabinet and the where the street connection is located is occupied by a different tenant and it is not possible to go across this area.
- 5.4.** The drilling of a through-pass hole in the existing wooden trim of the window frame for the cable is the only possibility to route the cable from the inside to the outside through the façade. As there are no other existing opening that can be used. In any case, in the future, if the hole is no longer needed it can be easily repaired without causing further damage to the building. Any other methods will cause more permanent harm to the building fabric, such as drilling through the solid brick wall.