

London Borough of Camden
Regeneration and Planning
5 Pancras Square
London
N1C 4AG

For the attention of Ms Miriam Baptist

11 September 2024

Dear Miriam

Planning (Listed Buildings and Conservation Areas) Act 1990

Listed Building Consent for installation of 6 eyebolts fixings and relocation of 1 bracket fixing to support Christmas lighting for a temporary period of five years

22, 29-41, 36, and 42-44 Earlham Street, 45-51 and 53 Monmouth Street, 8-26 Shorts Gardens, London, WC2H

PLANNING PORTAL REF. PP-13295354

On behalf of the Applicant, Shaftesbury Covent Garden Limited, we write in support of an application for listed building consent to affix 6 external eyebolts and 1 brackets to the front elevations to support the display of Christmas lighting within Seven Dials for a temporary period of five years. The proposed new fixings are located on the various buildings within Seven Dials (all Grade II listed buildings) including:

- / 22 Earlham Street
- / Thomas Neal Centre (8-26 Shorts Gardens and 29-41 Earlham Street)
- / 36 Earlham Street
- / Seven Dials Warehouse (42-44 Earlham Street)
- / 45-51 Monmouth Street
- / 53 Monmouth Street

Christmas illuminations are an essential component of the character and function of Seven Dials at this important time of year, and Shaftesbury's tenants look to the company to provide a display that ensures the area's profile is maintained and promoted. The proposal will continue to reflect and celebrate the unique history and community characteristics of Seven Dials, whilst visually integrating with the wider Covent Garden neighbourhood.

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Registered at the above address

As this is an application for Listed Building Consent, there is no application fee payable.

In support of this application, the following documents and forms have been submitted electronically online via the Planning Portal:

- / Planning Application Form – *prepared by Rolfe Judd Planning;*
- / Site Location Plan – *prepared by Sculptivate;*
- / Detail Plans and Photo schedule – *prepared by Sculptivate;*
- / Heritage Statement (this covering letter) – *prepared by Rolfe Judd Planning;*
- / Design and Access Statement (this covering letter) – *prepared by Rolfe Judd Planning;*
- / Community Infrastructure Levy (CIL) Form – *prepared by Rolfe Judd Planning.*

Site Description and Heritage Status

The application site comprises various listed buildings within Seven Dials, which will be used to support the hanging of Christmas lights for a temporary duration. Seven Dials is an important district within the West End and wider Covent Garden area and provides an extensive mix of uses including specialist retail, leisure, food and beverage and other uses contributing to the night time economy.

A summary of each building and its heritage status are provided below:

- / **22 Earlham Street** is Grade II Listed (list entry: 1342092) and described by Historic England as:
Terraced house and shop. Late C18. Multi-coloured stock brick. Tiled mansard roof with dormers. 3 storeys and basement. 2 windows with 5-window return (3 blank bays). Wooden shopfront with boxed-out entablature and dentil cornice. Shop window and doorway altered. Gauged flat brick arches to recessed sash windows, those on return with original glazing bars. INTERIOR: not inspected.
- / **The Thomas Neal Centre** (also known as the Crafts Centre) located at 29-41 Earlham Street and 8-26 Shorts Gardens is Grade II Listed (list entry: 1342094) and described by Historic England as:
Includes: Nos.8-26 SHORT'S GARDENS. Warehouse, probably originally a brewery; now a crafts centre. Mid C19. Stock brick; roof not visible. 3 storeys. 19 bays to Earlham Street, No.43 with splayed corner and return to Neal Street. Shorts Gardens elevation of 2 storeys. Brick band above ground floor. Segmental headed windows and doorways, those to ground floor on Earlham Street elevation set in segmental headed reveals. INTERIOR: internal structure comprises brick barrel vaults supported by cast-iron columns. Nos 29-41 (odd) and Nos 8-26 (even) Shorts Gardens were listed on 10/03/88.
- / **36 Earlham Street** is Grade II Listed with the neighbouring buildings at No.38 and 40 (list entry: 1342095) and described by Historic England as:
36, 38 and 40 Earlham Street form an early C19 terrace with later shop premises to the ground floor of 36 and 38. The terrace is of four-storeys, plus basement level, and three-bays, in red/brown stock brick with the ground floor façade and a rebuilt parapet in yellow stock brick. A further floor appears to have been added in the late C20, set back from the main facade of the building. It is likely that the terrace was built as three dwellings, although the ground floor level has been subsequently altered. A

vehicular entrance has been knocked through the depth of 40, whilst 36 and 38 have been remodelled in the C19, possibly more than once, to accommodate shop premises, and subsequently refurbished in the 1990s. Each shop frontage consists of a central eight-over-eight pane hornless sash window with shutters, flanked by brick panels and vertical batons which contain the shutters when opened. Beneath each window are three wooden panels, the central one angled inwards. To the left of each frontage is a brick panel, and to the right, a door with an overlight. A fascia board runs across the top of each frontage, with a console bracket at the far end of each shop, and one dividing them. The shop frontages, including the brick work, project slightly from the main facade of the building. A photograph from 1959 shows the shop frontages in place, but with earlier shutters with circular apertures. These shutters are still in place in a photograph of 1990 taken during the refurbishment works. The ground floor windows appear to be reproduction, but it is unclear whether all of the joinery to the shop frontages was replaced in the 1990s, or merely repainted. The windows on the upper floors are eight-over-eight pane horned sashes with cambered arches, the first floor windows have modern balconettes. The same 1959 photograph, and further examples from 1974, shows these upper windows as un-horned, so it seems that they have also been replaced.

INTERIOR: The ground floor interiors of 36 and 38 have been stripped out, and the brick work of the interior of 38 has been exposed. The side walls are predominantly red stock brick, whilst the front wall is a mixture of yellow and red stocks, with two stone blocks in the north-east corner. The upper floors were not inspected.

SUMMARY OF IMPORTANCE: 36, 38 and 40 Earlham Street are of interest as a surviving example of an early C19 terrace situated within the Seven Dials Conservation Area.

- Seven Dials Warehouse**, located at 42-54 Earlham Street is Grade II Listed (list entry: 1061403) and described by Historic England as:

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, this former brewery building comprises a five-storey structure with a granite plinth, a granite impost band, a brick cornice and parapet. EXTERIOR: the narrow three-window wide east front has a large central opening 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. The south elevation retains a loading bay with a crane hoist. Large granite-lined door surrounds are found on each side elevation too, as well as smaller openings. INTERIOR: inspected in part; the basement, currently the Belgo Restaurant, retains its cast iron columns, jack-arched roof and barrel-vaulted cellars to the east, with a stone-paved floor. Other cast iron columns remain in situ within the retail space at upper levels. HISTORY: this block formed part of the former Combe's Brewery, the origins of which go back to the early 18th century. It expanded in the mid-19th century, becoming the 4th largest London brewery by the 1880s; it amalgamated with Watney's in 1898, and was vacated by them in 1905. According to the 1888 Goad Insurance Plan, this building was the cooling and fermenting section of the brewery, and was linked at its upper levels with bridges connecting this block with its neighbours to the north and south. Discussions for constructing such bridges were commenced in 1861, which is a probable terminus ante quem for the building's construction. The building had various post-1905 uses: the largest of which was as a stationers' warehouse. Despite considerable lesser alterations, the building retains its pronounced industrial

character, and as such is an unusual survival in inner central London. It also possesses strong group value with already listed brewery buildings to the south, over the boundary in the City of Westminster.

- / **45-51 and 53 Monmouth Street** are Grade II Listed buildings which were restored and remodelled by the Terry Farrell Partnership as part of the regeneration of Comyn Ching Triangle (list entries: 1434006 and 1061403) and listed by Historic England for the following principal reasons:

** Architect: a significant, formative scheme by a leading British architect and exponent of postmodernism;*

** Architectural interest:*

[No. 45-51]: the corner stones of a spatially powerful, mixed-use regenerative scheme, marked by bold form and detail, based on an intellectual understanding of historic precedent, interpreted in a witty postmodern idiom;

[No. 53]: C18 and C19 houses retained as part of a spatially powerful, mixed-use regenerative scheme, marked by bold form and detail, notable in Farrell's new rear entrances, based on an intellectual understanding of historic precedent, interpreted in a witty postmodern idiom;

** Contextual placemaking: a masterly exercise in placemaking, eliding the old and new, that recognised the scale and patina of the original buildings and spaces in the creation of Ching Court;*

** Degree of survival: very little altered, retaining Farrell's restored facades and interiors, their detail, fixtures and fittings;*

** Historic interest: an early and exemplary project in urban contextualism, reflecting the emerging philosophy of conservation and regeneration.*

Proposals

The Applicant is proposing to hang Christmas lighting in various locations within Seven Dials during the festive period, to enhance the retail and pedestrian environment. The lights will be suspended above the highway and secured to the front façade of various buildings using catenary wires on Neal Street, Monmouth Street, Shorts Gardens and Earlham Street, and around the central Seven Dials monument. The new Christmas decorative scheme is proposed to launch throughout the Seven Dials area as part of the overall Covent Garden neighbourhood Christmas scheme.

The lighting scheme will utilise existing brackets and fixings points where possible, however new fixing points are required on several buildings, including a number of identified listed buildings, which are the subject of this application. Through liaison with Camden Council, it has been confirmed that planning permission is not required for any new fixings on non-listed buildings given their small size and temporary nature.

There are two fixing types proposed to support the lighting proposals; eyebolts and brackets. The stainless steel safety eyebolts are 65mm in diameter and will be drilled into a 28mm hole in the wall and fixed into the brickwork with a styrene-free vinylester resin. The brackets have a steel plate (371mm x 371mm) with four holes for fixing in the corners using a full nut and spring washer to a depth of 84mm. The bracket will feature a centrally welded eyebolt for the wire to secure to.

The proposed fixing points sought by this application are as follows:

- / 22 Earlham Street – 1No. new eyebolt fixing between second/third floors;

- / Thomas Neal Centre – 2No. new eyebolt fixings – 1No. on Earlham Street frontage at first floor level; and 1No. new eyebolt fixing on Shorts Gardens frontage at second floor;
- / 36 Earlham Street - 1No. new eyebolt fixing at third floor;
- / Seven Dials Warehouse - 1No. new eyebolt fixing at third floor;
- / 45-51 Monmouth Street – 1No. existing bracket relocated to between third / fourth floors; and
- / 53 Monmouth Street - 1No. new eyebolt fixing at second floor.

A photomontage is included within the application documents enclosed which shows the positioning of the proposed fixings on each building.

It is sought to enable to retention of the new eyebolts and bracket locations for a temporary duration of 5 years (December 2024 – January 2029) to support the Christmas lighting scheme which only will be in place for approximately 8 weeks per year (to be installed around the 12th November and de-rigged by the 5th January). It is sought to retain the brackets in position for the entire 5-year duration, whilst the Christmas festoon lights will still be removed outside of the festive period.

Planning and Heritage Considerations

Section 16 of the Listed Buildings and Conservation Areas Act 1990 (as amended) states that special attention should be given to the desirability of preserving the special interest of the listed building when granted consent.

National Planning Policy Framework (NPPF) Paragraph 197 & 198 states that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence. In addition, they should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Policy D1 (Design) recognises that the Council will seek to secure high quality design in development. This includes the requirement for development to consider and respect local context and character, and to preserve or enhance the historic environment.

The proposals include affixing six new eyebolt fixings and relocating one existing bracket fixing on the front facades of listed buildings on Neal Street, Monmouth Street, Shorts Gardens and Earlham Street, and around the central Seven Dials monument. These types of fixings are commonly used on buildings within the wider Covent Garden area for hanging of decorations and lights and have been designed to be sympathetic to the wider conservation area through the use of a black enamel paint finish to retain the industrial appearance of the existing listed buildings. The eyebolts/brackets will support the installation of the lighting scheme which will continue to complement and enhance buildings on the street to create an attractive and vibrant atmosphere at Christmas time. Given the location of the fixings at upper levels of the buildings and the small size of the eyebolts and brackets, it is considered that these will be barely noticeable on the façade and will not impact on the overall character or design of these buildings.

By retaining the fixings for the full 5 year duration, this is considered to have less of an impact on the listed building than removing and reinstalling the brackets within the external façade at the beginning of each festive period. At the end of the fifth year period (i.e. January 2029) the eyebolt and bracket will be removed and any fixing into the wall cut flush and covered using a colour match grout kit to ensure this blends with the brick colour on each respective building.

In accordance with Local Plan policy D2 and the NPPF, the use of fixings would not cause harm to any special architectural and historic interest of the building. The brackets and eyebolt fixings will continue to respond to the site's local context and proposes a high standard of design within the wider Conservation Area.

Design

Policy D1 (Design) recognises that the Council will seek to secure high quality design in development. This includes the requirement for development to consider and respect local context and character, and to preserve or enhance the historic environment.

The decorative brackets and eyebolts use black enamel paint finish to achieve a sleek and attractive design which complements the existing buildings. The fixings are designed of a high quality and will contribute to the vibrant neighbourhood of the wider Covent Garden area. The retention of these fixings for the entire 5-year temporary duration is not considered to create any impact on the wider streetscape or townscape as these would be relatively inconspicuous on the front elevations and would tie into the colour and design of existing fixings and pipework on the building facades.

The proposals are therefore considered to meet Policy D1 of the Local Plan.

Design and Access Statement

As the application pertains to new fixing points on the upper floors of existing buildings and there are no changes to the existing access arrangements, it is not considered that a Design and Access Statement is required to support the application.

Summary

The proposals seek listed building consent for affixing six new eyebolt fixings and one new bracket fixing to the front façades of the Grade II Listed buildings at 22, 29-41, 36, and 42-44 Earlham Street, 45-51 and 53 Monmouth Street, and 8-24 Shorts Gardens. These fixings will support the installation of festoon lighting throughout the Seven Dials estate over the Christmas period and will be in place for a temporary duration of 5 years.

The brackets/fixings have been designed to be sympathetic to the wider character and appearance of the listed buildings and wider Conservation Area and will be sensitively designed in terms of their size and location to ensure no impact on the special character of these buildings, in line with relevant national and local policies.

We trust the information submitted is sufficient, and we look forward to receiving confirmation of receipt and validation. Should you wish to discuss any of information submitted, please do not hesitate to contact the undersigned.

Yours faithfully

Ailish Collins

For and on behalf of
Rolfe Judd Planning Limited