

RW/CE/P4988  
18 December 2012

Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 8ND

**Planning Portal: PP- 02352546**

Dear Sirs,

**19 Earlham Street, WC2H 9LL**  
**Application for minor alteration to the shopfront**

On behalf of our client Shaftesbury Covent Garden Limited, we write in support of a planning application for minor alterations to the shopfront. The requisite planning fee of £195 has been submitted to the Council by post.

In order to assist with your consideration of the proposed scheme please find enclosed the following information which has been submitted electronically via the planning portal:

- Site Location plan
- Existing and Proposed drawings (21328-01, 21328-02, 21328-P01, 21328-P02)
- Photomontage of shopfront (21328-PM01)
- CIL Form
- Design and Access Statement

#### **Site Location and Existing Use**

The property is situated on the north side of Earlham Street, close to the Seven Dials Monument. The property is not listed but is located within the Seven Dials Conservation Area and the Central London Area. The ground and basement floors are in retail use (Class A1).

#### **The Proposal**

The existing shop unit has a basement which is used as the retail store room. The basement can not be used as trading space because the escape distance from the basement to the ground floor entrance exceeds building control requirements.

In order to trade the basement our client seeks to swap the location of the entrance door so that the escape distance can be met.

#### **Architecture Planning Interiors**

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The proposed alteration swaps the entrance door from the left to the right hand side of the shopfront. The shopfront will remain the same in terms of style, materials and proportion as the existing. The entrance door will remain as existing however relocated to the opposite side of the shopfront. The proposed shopfront will exactly mirror the existing (as illustrated in the submitted computer generated image). We consider the relocated entrance is a very minor alteration to the shopfront.

Although planning permission is not required for internal alterations to the property, we can confirm that the internal staircase will be altered to allow for future trading of the basement. New ambulant user compliant stairs will be added and the position adjusted to allow for easier access to and from the basement.

#### **Design and Access Statement**

Please refer to the submitted Design and Access statement submitted via the planning portal.

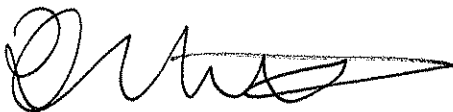
#### **Planning Policy**

This proposal has taken into consideration Camden's SPG Design on its guidance for shopfronts. The shopfront will be minimally altered with no proposed changes to the design or appearance of the shopfront. The minor door alteration will have no impact on the surrounding Conservation Area.

The minimal alteration to the stairs and the shop front will allow the basement to become a trading retail space. Currently within the building regulations the basement cannot trade unless the exit is within 18 metres of the staircase and this will mean no alternative means of escape will be needed (Approved Document B).

We trust that the enclosed information is sufficient for you to validate our clients planning application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully



Rebecca White  
Rolfe Judd Planning Limited