

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		22/11/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		08/11/2012	
<b>Officer</b>				<b>Application Number(s)</b>			
Rachel Miller				2012/5017/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
21-23 Earlham Street London WC2H 9LL				Please refer to decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Installation of replacement shopfronts and surface finishes on all ground floor elevations, and creation of new entrance at corner of existing retail unit (Class A1).							
<b>Recommendation(s):</b>		Grant permission					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		Site notice expired 02/11/12 Press notice expired 08/11/12  No responses received					
<b>CAAC/Local groups* comments:</b> *Please Specify		Covent Garden CAAC – no objections					

## Site Description

The application site occupies the ground floor and basement of a four storey mixed use block located on the corner of Earlham Street and Mercer Street fronting the Seven Dials junction in Covent Garden.

The building consists of an empty retail shop (A1) with residential flats (C3) above. At ground floor level, the existing shopfront consists of large glazing panels used for window displays and a glazed entrance on the corner of Earlham Street and Mercer Street. The shopfront surrounds are faced in a dark black/brown coloured terracotta glazed brickwork. Upper floors are faced in red brick.

The site is located within the Earlham Street sub-area of the Seven Dials Estate Conservation Area. The building is not listed and is not identified as a positive contributor to the special character of the CA.

## Relevant History

2003/0375/P (27/05/2003) Planning permission was granted for external alteration, including new opening within Mercer Street elevation of shop unit, 23 Earlham Street.

2004/1278/P Planning permission was refused for the installation of new shopfront to Earlham and Mercer street elevations and a security shutter. (Refused 25/06/2004)

2004/2642/P Planning permission was granted for the installation of 3 no. air condenser units and acoustic housing to rear of building for existing retail unit. (Approved 14/07/2004)

2004/4106/P Planning permission was granted for the retention of new glazed shopfront, entrance ramp and translucent roller shutters to Earlham and Mercer Street elevations. (Approved 21/12/2004)

2004/4108/P Planning permission was granted for the retention of translucent roller shutter. (Approved 21/12/2004)

2004/4110/P Planning permission was granted for the retention of glazed shopfront. (Approved 21/12/2004)

2012/3116/P Planning permission was refused for external alterations to the ground floor shop frontage including the enlargement of windows along Earlham Street, enlargement of existing entrance, installation of new glazed doors, replacement of door shutters and replacement of existing glazed brick tiles with a rendered finish (Class A1). (Refused 10/08/2012 as the enlargement of the glazed area within the Earlham Street shopfront elevation would create an unduly large and obtrusive glazed area that negatively affects the character and appearance of the Seven Dials Conservation Area).

2012/5018/P An application is under consideration for alterations to shop front including replacement of existing glazing and surface finishes (new brickwork).

## LDF Core Strategy and Development Policies

### LDF Core Strategy

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

### Development Policies

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP30 (Shopfronts)

Seven Dials Estate Conservation Area Statement (1998).

CPG1 (Design) 2011

## Assessment

The application proposes changes to the shopfront, including replacement of existing glazing and surface finishes on all elevations, and new entrance to existing retail unit (Class A1). There would be a grey render on the shopfront instead of the existing glazed brick tiles. The proposals include increasing the height of the glazing on Earlham Street and reducing the height of the glazing on Mercer Street. The new doors on the corner of Earlham Street and Mercer Street would be clear glazed doors with steel framing and brick bond shutters behind the new doors.

The building is a latter addition to this part of CA and does not positively contribute to the character of the CA. Nonetheless its mass and proportions have been designed to accommodate a relatively small retail unit, the presence of which typifies the boutique commercial nature of this part of Covent Garden.

The previously refused application was for changes to the shopfront which included the enlargement of the width and height of the glazing. This application includes the width of the display windows and door to be maintained as existing. Increasing only the height of the glazing on the Earlham Street elevation is considered acceptable. It would be raised at the base of the shopfront with a new stone plinth below. As the position of the glazing is being raised, the actual overall increase in height is approximately 25cm and it would not be full height. The height of the glazing on Mercer Street would be lowered by approximately 35cm to be the same height and size as the Earlham Street elevation. As the width of the glazing is not being changed, the increase in the amount of glazing is considered minimal.

The existing glazed brick tiles on the shopfront surrounds, while attractive in themselves are not worthy of retention. The proposed rendered finish is appropriate within the context of neighbouring properties and the Seven Dials Conservation Area.

The applicant proposes new glazed doors which would have a shutter behind. This is considered much more appropriate than the existing solid roller shutter.

## Recommendation

Approve with conditions

### Disclaimer

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