

CE/JD/P4812
15 June 2012

London Borough of Camden
Planning Department
Town Hall
Argyle Street
London
WC1H 8ND

Planning Portal Ref: PP-02030670

Dear Sirs,

21-23 Earlham Street, London, WC2
Alterations to the ground floor frontage along Earlham Street and Mercer Street.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of a planning application for alterations to the ground floor frontage of 21-23 Earlham Street. The requisite application fee of £170.00 has been submitted to the Council by post.

Site Location and Use

The property is a retail (Class A1) unit located in a prime location on the corner of Earlham Street and Mercer Street in the centre of 'Seven Dials'. The property comprises retail use on the ground and basement floors. The retail unit has a shopfront along both Earlham Street and Mercer Street with an entrance on the corner of the property. The property is not listed but is within Seven Dials Conservation Area. This application relates solely to alterations to the ground floor retail frontage.

The Proposal

There have been a number of planning consents to replace the shopfront over the past ten years to suit the needs of various retail tenants. The existing shopfront was installed for an old retail tenant and our client would therefore like to alter the shopfront so that the design is more generic and suitable for a number of different retailers.

The existing shopfront comprises a large entrance on the corner of Mercer Street and Earlham Street. There are two large shop windows along the Mercer Street elevation and two windows along Earlham Street. Between the two windows along Earlham Street there is a solid area of tiled facade with no glazing or detailing. The shopfront is covered with black brick tiles which represented the needs of a previous retail tenant.

It is proposed to replace the windows along Earlham Street so they match the existing windows along the Mercer Street elevation. The Mercer Street windows are considered acceptable and set the precedent for the new windows along Earlham Street.

It is proposed to enlarge the smaller of the windows along Earlham Street to increase the amount of

Architecture Planning Interiors

Old Church Court, Claylands Road, The Oval, London SW8 1NZ

DD 020 7556 1575
E ClaireE@rolfe-judd.co.uk

T 020 7556 1500
www.rolfe-judd.co.uk

London Borough of Camden
June 2012

window display for the retailers and reduce the amount of solid façade. It is also proposed to increase the height of the larger window by approx 800mm and slightly increase the width to maximise the window display.

The existing entrance will remain on the corner of the property but will be enlarged and new glazed doors will be installed. The existing shopfront has roller shutters and it is proposed to replace these with tri-fold security shutters. We can confirm that the shutters will also be closed during out of hours.

We can confirm that the existing sign which is located at the far left of Earlham Street will be repositioned closer to the shop entrance along Earlham Street. The design of the signage will be designed by an incoming retailer.

The existing shopfront is covered with black tiles. It is proposed to carefully removed the tiles and replace with a simple rendered finish. Please refer to submitted drawings for further details on the design and materials.

Design & Access Statement

Please refer to the submitted design and access statement schedule.

Planning Policy

We consider the proposed alterations to the ground floor facade complies with Development Policy DP30 'shopfronts' as it is a high standard of design and remains an attractive shopfront within the conservation area. This seeks to make minor amendments to the design of the existing shopfront which greatly improve the appearance. We can confirm there is no original shopfront architecture in the existing shopfront to retain. The shopfront also retains a step free access into the retail unit in accordance with policy DP29 'access'. We therefore consider the application is consistent with Council's policies.

Summary

We consider the proposed amendments to the shopfront are minor alterations however they greatly improve the appearance of the property, the function within the property and make the appearance suitable for a range of retail tenants. The alterations are sympathetic to the surrounding properties and conservation area.

We trust the submitted information is sufficient to validate our clients application however should you have any questions, please do not hesitate to contact the undersigned.

Yours faithfully



Claire Evans
Rolfe Judd Planning Limited