

RS/P6180
06 June 2016

London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sirs

Section 62 of the Town and Country Planning Act 1990
10 Earlham Street, London, WC2H 9LN
Planning Application for the Installation of a New Shopfront and New Tile Treatment to Front
Façade of the Existing Building

Planning Portal Reference: PP-05201404

We write on behalf of our client and the applicant Shaftesbury Covent Garden Limited to submit a full planning application for works to the ground floor shopfront and existing facade elevation at 10 Earlham Street. This application has been submitted online via the Planning Portal and is accompanied by the following documents:

- Existing and Proposed Drawings – prepared by Merrett Houmoller
- Site Location Plan
- Design and Access Statement – prepared by Merrett Houmoller
- Photomontages - prepared by Merrett Houmoller

We confirm that a cheque for the requisite planning fee of £195.00 is enclosed with this covering letter.

Site Location and Description

The application site is located on the southern side of Earlham Street and occupies a prominent corner position at the junction with Tower Street and Cambridge Circus. The building, of 1950s design in appearance, is four storeys in height with a characteristic domed roof constructed circa 1995. The building's austere character and appearance is of contrasts to the prevailing period of buildings in the immediate area of which are predominantly mid-Victorian. The building is predominantly constructed out of red brick in Flemish bond with traditional windows to the first, second and third floor. The existing shop front comprises the entrance door on the corner with full height windows facing onto Earlham Street and Tower Street; with projecting awnings above.

The site is located within the Seven Dials Conservation Area. The building is not listed nor is it

Architecture Planning Interiors

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

DD 020 7556 1577
E richards@rolfe-judd.co.uk

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

Mr Richard Seaward
02 June 2016

identified as a building which makes a positive contribution to the conservation area. The Seven Dials Renaissance Study completed in 1998 describes the building (10-12 Earlham Street) as follows:

“A 1950’s block with crittall windows and simple shop fronts in rendered surrounds. They are of negligible architectural interest in themselves and replaced a good Victorian public house. There is little that can be done to this building as it stands, for its austere appearance is part of its character. This is a block which could, if necessary, be redeveloped in due course without affecting the character of the conservation area”.

The application relates solely to the ground floor shopping frontage and corner façade detail.

Relevant Planning Permission

In 1991 planning permission was granted for ‘General refurbishment and alterations to ground floor facade including relocating the doorway and redesigning the windows as shown on drawings nos. ES/P/001 002A 003 and 004 as revised on 23rd December 1991’; however, it is not known whether this permission was implemented or partially implemented.

An application was withdrawn prior to determination in 1995 for the ‘Erection of single storey with mezzanine roof extension’.

Further to this, an application for ‘Alterations to ground floor shopfront of Earlham Street, corner and Tower Street elevations of existing shop (Class A1)’ was refused in 2010 as it was considered the proposed shop front did not correspond to the design of the host building.

Application Proposal

The applicant, Shaftesbury Covent Garden Limited, have considered various upgrade works to improve this important corner building looking north-west onto Cambridge Circus. The building has suffered from limited upgrade works in the past and it is considered would benefit from an attractive, yet sensitive enhancement to form an attractive focal point and entrance into the wider estate of Seven Dials.

This application seeks permission for the simple upgrade works to two elements of the building;

- I. The existing shopfront and office entrance;
- II. The existing narrow corner façade fronting the junction with Tower Street and Earlham Street.

The application proposes the installation of a new shop front which has been carefully designed to respond to the existing design and fenestration of the building with curved glass edges and mullion and transoms which accord with the horizontal proportions of the existing crittall style windows of the building’s upper floors. The new shop front would result in the removal of the projecting awning to both elevations and would be constructed out of painted hardwood, furthermore, the existing entrance to Marlborough House will be incorporated into the proposed new shop front resulting in a cohesive appearance to the northern elevation. The proposed works further includes a decorative green vertical porcelain brick tile band on the corner elevation running from first to third floor level.

Mr Richard Seaward
02 June 2016

In association with this application and building's repair and upgrade works to the existing external façade, the existing brick work will be cleaned and repointed where necessary and the existing window frames will be repainting black.

The proposed works will enhance the visual appearance of the building, and accordingly, will preserve and enhance the conservation area in accordance with section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Design and Access Statement

Please refer to the submitted design and access statement which accompanies this application. The entrance to the retail unit would be relocated from the corner elevation to a new entrance on Earlham Street.

Planning Policy Considerations

The key considerations in respect of this application is the impact of the proposal on the character and appearance of the conservation area.

Core Strategy Policy CS7 (Promoting Camden's centres and shops) and Development Policy DP10 (Helping and promoting small and independent shops) seeks to encourage initiatives to support and promote retail diversity within the borough. The Council seek to ensure that all development improves the character, function, viability and vibrancy of the retail provision within designated town centres and specialist retail areas. The proposal would allow the promotion of the small retail unit by maximising its retail frontage on both Earlham Street and Tower Street. The refurbishment of the shop front will therefore represent a benefit to the existing small retail accommodation and maximise its future operational use.

Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) and Development Policy DP24 (Securing high quality design) requires all developments, including alterations and extensions to existing buildings, to be of the highest standard of design, having specific consideration of; the character, setting, context of the existing building and those surrounding, the quality of materials proposed, and the provision of visually interesting frontages at street level. The existing building and shop front have limited quality or positive contribution to the surrounding conservation area. The proposed new shop front will be constructed to respond positively the prevailing fenestration of the existing building; it will be constructed from traditional materials and will be in keeping with the design and character of the original building. The proposal will create a high quality retail unit within the prominent location of Seven Dials and Cambridge Circus.

Development Policy DP25 (Conserving Camden's heritage) seeks development within conservation areas to preserve and enhance the character and appearance of the wider historic environment and buildings, spaces and features of local historic value. The porcelain glazing to the corner elevation is not out of character to buildings of this period, the high quality materials proposed in the decorative band will add interest to the streetscene. The building is not identified as one which positively contributes to the character of the conservation area, nonetheless the proposed façade works would seek to enhance the appearance of the building. The architect has had consideration of the surrounding area and details appropriate examples within Seven Dials where the traditional use of glazed bricks/tiles have been used to visually improve the existing building's façade.

Mr Richard Seaward
02 June 2016

Development Policy DP30 (Shopfronts) expects a high standard of design in new and altered shop front design. Specific design consideration should be given to the relationship between the shopfront and the upper floors of the building and those surrounding properties. The proposal has been carefully designed to ensure the preservation and enhancement of the conservation area, while meeting the needs of future retailers. The design of the shop front responds positively to the upper floors of the building through incorporating the design principles of the fenestration into the design of the new shop front.

Conclusion

The application seeks planning permission for the replacement of the existing shop front and the installation of a decorative coloured porcelain band to the upper façade of the building. The proposal has been sympathetically designed to respond to the existing architectural language of the existing building whilst providing enhancements to retail unit on the ground floor through the introduction of a larger retail window. The proposal through its careful design and use of high quality materials it is considered successfully preserves and enhances the character and appearance of the conservation area; turning a building of former 'negligible architectural interest' into a new aesthetically attractive corner site.

We trust that the application along with its submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully

Richard Seaward

For and on behalf of
Rolfe Judd Planning Limited