

Our Ref: 17190/MS/dm
Your Ref: PP-06150910
Email: mshearman@firstplan.co.uk
Date: 09 June 2017

Planning Department
Contact Camden Reception
5 Pancras Square
London
N1C 4AG

Dear Sir/ Madam

PLANNING AND LISTED BUILDING CONSENT APPLICATION FOR SHOPFRONT ALTERATIONS 41 EARLHAM ST, LONDON, WC2H 9LX

We are instructed by our client, Bone Daddies, to submit the enclosed planning and listed building consent applications, via Planning Portal (refs: PP-06150910), in respect of the above site. The enclosed applications seek consent for the installation of new doors to the existing restaurant entrance.

The application is comprised of the following documents:

- Completed Planning and Listed Building Consent Application Forms;
- Location Plan 1141_PLN 01;
- Block Plan 1141_PLN 02;
- Existing Plan 1141_PLN 03;
- Proposed Plan 1141_PLN-04;
- Existing Shopfront 1141_PLN-05;
- Proposed Shopfront 1141_PLN-06;
- Section 1141_PLN-07;
- Photos of the Site and Surrounding Area.

The requisite planning fee of £195 has been paid online via the Planning Portal. The remainder of this letter sets out our supporting statement regarding the application proposals.

Site Description

The site comprises the existing Flesh and Buns restaurant at 41 Earlham Street. The unit is located towards the centre of a Grade II listed terrace which lies within the Seven Dials Conservation Area. The building itself is described as a warehouse style building with segmental headed windows and doorways.

The restaurant is currently accessed via a single arched door fronting onto Earlham, Street, which leads into the restaurant, which is located at basement level. The existing entrance door is a wide, solid timber door with painted signage. This contrasts with the majority of the entrances along the building which are more traditional double doors, with glazing. Photographs of the application site and neighbouring units are attached.

The surrounding area is strongly commercial in character, due to its location within the Covent Garden area. There are many similar A3 uses, including a number of restaurants along Earlham Street and located within the listed frontage which forms the Northern side of Earlham Street.

Planning History

An extensive planning history for the site is available online. This includes examples of similar external alterations.

The existing entrance door was granted permission in August 2009, for alterations to front door at ground floor level including the erection of a non-illuminated banner sign at ground floor level and an internally illuminated box sign plus the internal refurbishment of basement level of restaurant (2009/3725/L and 2009/3724/P).

Application Proposals

The current application simply proposes the replacement of the existing solid timber door with a new, traditional double timber and glazed door with dark grey stain wooden frame, timber detail and mild steel kickboard. This is proposed in order to provide a more welcoming, light entrance that will better compliment other units along the building.

Planning Policy

Camden Core Strategy 2010

CS14 – (Promoting high quality places and conserving our heritage) of the core strategy states that the Council will ensure that Camden’s places and buildings are attractive, safe and easy to use, and includes policy commitments such as:

- requiring development of the highest standard of design that respects local context and character;
- preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;
- promoting high quality landscaping and works to streets and public spaces;
- seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;

Camden Development Policies 2010-2025

The document states that the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development the council will consider:

- the design of the shopfront or feature;
- the existing character, architectural and historic merit and design of the building and its shopfront;
- the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- the general characteristics of shopfronts in the area; and
- community safety and the contribution made by shopfronts to natural surveillance

The council will resist proposals which do not adequately address these considerations.

CPG 1 Design (2015)

The document states that alterations, with specific reference to doors, should complement the existing building.

CPG1 states that when replace doors their design should match the dimensions, proportions, joinery details, panelling and glazing of the original. Where timber replacement doors are proposed the timber should be sustainably sourced.

The document also maintains that the design of the door should be in keeping with the other elements of the shopfront and that the solid bottom panel should align with the stallriser. All new build shop units and shopfronts should be designed to be fully accessible to everyone.

Planning and Heritage Considerations

The existing entrance to the restaurant is of a poor visual quality, appearing more like a service door than a main restaurant entrance. Not only is this undesirable for our client when trading from the unit, but it is also out of keeping with the appearance of the surrounding area, which is characterised by more traditional shopfront arrangements. Consequently, the divergent appearance of the existing door detracts from the overall visual quality of the shopfront. This is of particular concern, given the prominent location of the unit and the occupation a grade II listed building within the Seven Dials Conservation Area. Consequently, the aesthetic quality of the unit is a major priority.

As such, this application proposes to install new doors to better match those in the surrounding area, to give a more traditional shopfront appearance. The proposals, which are purely cosmetic in nature, will improve the overall aesthetic of the conservation area and will enhance the appearance of the listed building, greatly improving its overall visual quality. No other material changes are proposed as part of this application. The minor nature of the proposed alterations ensures that no material change to the composition of the shopfront is made. Consequently, the impact of the proposals will be solely visual, and will hold no further implications for the unit, or its surrounding area.

The only further addition is the proposed signage, shown in the attached drawings, which will be installed internally, behind the glass. As such, it will not require planning and advert consent, but has been included for completeness.

Design and Access Statement

Use

The unit comprises a Class A3 (restaurant) use. This will not change.

Scale and Amount

The alterations to the shopfront, which relate solely to the replacement of the existing entrance door, are minor, cosmetic changes, and as such, result in little material change.

Layout

The layout of the shopfront will unaltered by the proposals. All the structural openings will remain as existing. The position and size of all shopfront features will remain unaltered.

Appearance

The shopfront alterations are cosmetic in nature and very limited in scale. The replacement door will improve the appearance of the shopfront by incorporating high quality traditional materials, which are in keeping with

the building and wider area, and creating a more traditional shopfront appearance. This will allow the shopfront to better complement its surrounding conservation area setting, and better reflect the listed building.

Landscaping

Landscaping is not included as part of the proposals.

Access

The application proposals will retain the main entrance to the building and access will not be affected.

Conclusions

In summary, the proposals will enhance and refresh the appearance of the shopfront and will use materials and design which will complement and enhance the form, proportions and detailing of the listed building and wider conservation area setting. The proposed works will preserve and enhance the appearance and character of the conservation area and will better reflect the historic significance of the listed building.

Overall, it is therefore considered that the proposals are in compliance with the Council's policies and guidance and should be supported.

I trust that you have sufficient information in order to validate the application, however, should you have any queries then do not hesitate to contact me.

Yours faithfully,



MARK SHEARMAN
Director

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