

**Wimberly, Allison Tong and Goo (UK) Limited**  
Boston House | 36-38 Fitzroy Square  
London W1T 6EY

**Monday 12th December 2018**

**London Borough of Camden**  
Planning and Built Environment  
5 Pancras Square  
N1C 4AG

**Submitted Online:                    Planning (Listed Buildings and Conservation Areas) Act 1990**  
**Application for Listed Building Consent**  
**Seven Dials Warehouse, 42-56 Earlham Street WC2 9LH**

Dear Sir / Madam

Please find enclosed an application for listed building consent for internal alterations at Seven Dials Warehouse, Earlham Street. The building has recently undergone refurbishment following a number of planning and listed building consent applications granted from 2016 to 2018.

The tenant, Red Bull, occupy the majority of the building as their new head offices having carried out a recent programme of works to provide them with the necessary meeting and office spaces.

This application is supported by existing and proposed floorplans as well as a Heritage Assessment reviewing the proposed works in the context of the statutory listing of the Grade II listed property and the recent refurbishment works.

Included within this submission are the following documents:

- Application forms, signed and dated
- Planning, Design and Access Statement, incorporated into this letter
- Heritage Statement, prepared by Donald Insall Associates
- Acoustic Consultancy Report
- Site location plan 1:1250 @ A4
- Full set of existing and proposed plans

If you require any further information or clarification about the proposals, please do get in touch.

Kind regards,

**Richard Collings** | Senior Associate Project Designer

**WATG** | *designing destinations*  
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# Planning, Design and Access Statement

## Site Description

Seven Dials Warehouse is located between Earlham Street and Shelton Street within the London Borough of Camden. The building is statutory listed at Grade II and is a former industrial warehouse constructed in the mid-19th century as an extension to the Combe & Co Brewery. Figure 1 below refers to the extent of the site.



**Figure 1: Site Location Plan**

In 1999, a fire swept through the building, destroying the third, fourth and fifth floors as well as the entire roof structure and majority of windows. As discussed latterly, the property was subsequently re-built in the early 21st century from the third floor upwards. Therefore the majority of original fabric is restricted to the ground and mezzanine levels.

The property has recently been subject to a programme of refurbishment following the grant of listed building consent. This stripped the interior of the building of its various partitions as part of a Cat A fit-out, as can be identified in the images appended to this letter.

## Planning History

Whilst there is extensive planning history available on LB Camden’s online portal, we have reproduced the most relevant applications below:

| Application Number | Site Address   | Description  | Status     | Date       |
|--------------------|--|--|------------|------------|
| 2018/4919/L        | Seven Dials Warehouse, Offices And Premises At Ground And Mezzanine Floors 42 Earlham Street London WC2H 9LJ | Installation of 4 x air conditioning units within the existing roof plant enclosure. | REGISTERED | 08-11-2018 |
| 2018/4675/P        | Seven Dials Warehouse, Offices And Premises At Ground And Mezzanine Floors 42 Earlham Street London WC2H 9LJ | Installation of 4 x air conditioning units within the existing roof plant enclosure. | REGISTERED | 08-11-2018 |

|             |   |   |                |            |
|-------------|---|---|----------------|------------|
| 2018/4806/L | 42 Seven Dials Warehouse<br>Offices And Premises At<br>Ground And Mezzanine<br>Floors Earlham Street<br>London WC2H 9LJ | Discharge of Condition 4 of<br>2018/0845/L  | FINAL DECISION | 22-10-2018 |
| 2018/0845/L | 42-56 Earlham Street<br>London WC2H 9LJ   | Internal alterations.   | FINAL DECISION | 26-03-2018 |
| 2017/5866/L | Seven Dials Warehouse<br>42 Earlham Street London<br>WC2H 9LA   | Installation of 3 x internally<br>illuminated projecting<br>signs to the Earlham Street<br>elevation.   | FINAL DECISION | 19-10-2017 |
| 2017/5817/A | Seven Dials Warehouse<br>42 Earlham Street London<br>WC2H 9LA   | Installation of 3 x internally<br>illuminated projecting<br>signs to the Earlham Street<br>elevation.   | FINAL DECISION | 19-10-2017 |
| 2017/5591/P | Seven Dials Warehouse<br>42 Earlham Street London<br>WC2H 9LA   | Variation of condition 4<br>(roof terrace hours of use)<br>of planning permission<br>granted on 21/12/2016<br>(ref:2016/5939/P), as<br>amended by application<br>ref: 2017/1723/P granted<br>on 20/06/2017, for the<br>creation of terrace at<br>roof level, alterations<br>to ground floor façade<br>and fenestration, and<br>replacement of rooftop | FINAL DECISION | 17-10-2017 |
| 2017/1701/L | Seven Dials Warehouse<br>42 Earlham Street London<br>WC2H 9LA   | Creation of terrace at<br>roof level; alterations to<br>ground floor façade and<br>fenestration; replacement<br>of rooftop plant; and<br>internal alterations and<br>refurbishment.   | FINAL DECISION | 04-04-2017 |

**Table 1: Planning History**

Whilst not an exhaustive list of applications, Table 1 above demonstrates that there has been substantial planning activity on Seven Dials Warehouse in recent years following the fire in 1999.

Internally, the property has been subject to extensive alterations and refurbishment, most recently following consent at the end of 2016, varied in June 2017. The works subject to these consents refurbished the building in its entirety and deliberately stripped back the interior so that a tenant could make the necessary internal alterations for their business to function.

### Proposed Works

WATG is seeking to occupy Level 3 of the premises as their new London office, moving from their existing premises at Fitzroy Square also in the London Borough of Camden.

To facilitate the move into the building, a programme of internal works are proposed to ensure that the building is able to accommodate the various aspects required by WATG as an organisation.

The works proposed through this application are vital in allowing the incoming tenant to occupy the space and are crucial to their occupation of the building.

The proposed works subject to this application for listed building consent comprise:

**Third Floor:**

- Construct a number of meetings rooms, pantry and storage rooms using stud, moveable and glazed partitions;
- Move a number of existing modern fan coil units (FCU's) in the suspended ceiling;
- Provide carpet overlaid to the existing modern raised access flooring;
- Incorporate new lighting to the existing modern drywall ceiling;

**Roof Plant Area:**

- Install new Air Conditioning condenser units within the extents of the existing modern roof plant screening;

The majority of the internal alterations are proposed to the upper floors where there is limited fabric of historic value following the fire in 1999. The proposals have been prepared alongside detailed input from Donald Insall who have provided heritage input on the property over the last two years.

### **Improvement to Office Accommodation**

Whilst this is an application for listed building consent and not planning permission, it is worth noting that the proposal aligns with adopted planning policies within the London Plan and LB Camden's Development Plan.

Policy 4.2 of the London Plan (2015) requires Boroughs to support the redevelopment of office provision to improve London's competitiveness and to address the wider objectives of the plan. It is also encouraged to renew and modernise existing office stock.

Policy E1 of Camden's Local Plan (2017) seeks to support businesses that enable a successful economy for the Borough. Policy E2 seeks to ensure that proposals for employment uses will at a minimum maintain the current floorspace levels and permit alterations that improve the efficiency and function of the building.

The works will support the local and strategic policy approach of encouraging employment within the Borough. The proposals will allow for a major employer to occupy the space and contribute significantly towards a successful economy for the Borough.

### **Heritage Assessment**

A detailed Historic Building Report has been prepared by Donald Insall Associates which accompanies this application for listed building consent. Donald Insall were involved in the applications which were approved in 2016 and 2017 and therefore have an in-depth knowledge of the history of the building and have been instrumental in providing advice as the appropriateness of the proposed works.

Without repeating the entirety of the Historic Building Report, it is important to note that the areas of greatest significance within the building are the external elevations of Neal Street, Earlham Street and Shelton Street. Internally, the ground and mezzanine floors contain areas of historic interest however there is otherwise a modern internal fit out following the works in 2017. From the third to fifth floors, there is almost nothing of historic interest due to a fire which destroyed these floors in 1999.

There are no external works proposed through this application and therefore the areas of highest historic interest, i.e. the external elevations, are not affected through the proposed works.

The works proposed through this application have regard to the heritage sensitivities of the building. The majority of alterations are limited to the construction of new partitions in order to create meeting rooms, kitchens and tea points which are necessary conveniences to allow the office to function. The majority of partitions will be situated in areas that were

previously subdivided with partitions that were removed as part of the consented scheme in 2017.

It is therefore considered that the proposed works are entirely appropriate in the context of the significance of the building. The works are crucial in ensuring that the space can function as an office and provide WATG with the space required for the business to function successfully.

The proposals would cause no harm to the significance of the listed building or the Seven Dials Conservation Area, whilst they would preserve the special interest of the listed building and character and appearance of the Conservation Area in accordance with the statutory duties set out in Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

## Conclusion

Listed building consent is sought for a programme of internal alterations in association with the refurbishment of Seven Dials Warehouse to enable WATG to occupy the premises as their head offices.

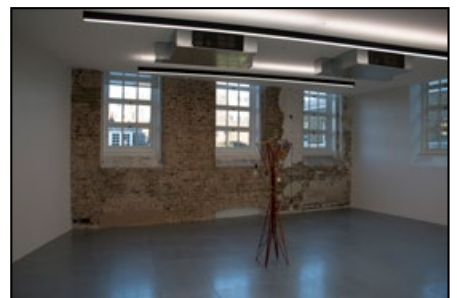
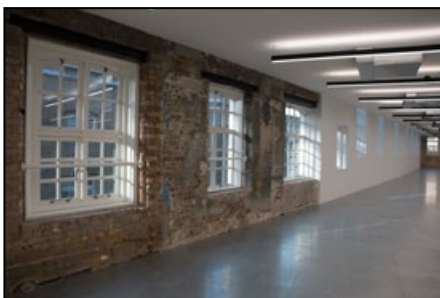
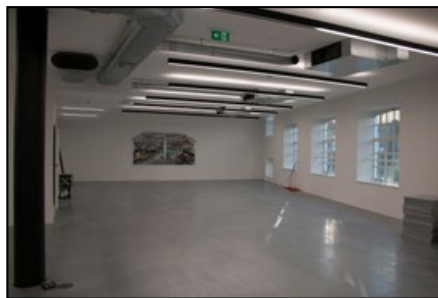
The proposals subject to this application will enable WATG to create the necessary meeting spaces which it requires within the premises in a manner which is sympathetic to the statutory Grade II listing of the property.

The proposed works are designed in a manner which respects the areas of highest significance within the building. The works are fully reversible in the future, should a future tenant wish to remove the partitions.

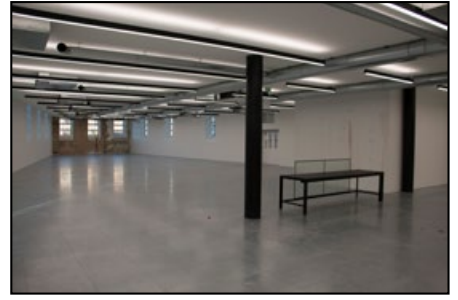
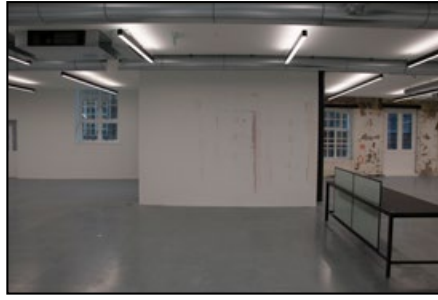
The proposals therefore preserve the special interest of the listed building and character and appearance of the Seven Dials Conservation Area in accordance with the statutory duties set out in the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposals are considered to be acceptable in heritage terms and we therefore request that listed building consent is granted.

## Photographic Schedule

### Third Floor:



**Third Floor:**



**Roof Plant:**

