

DESIGN AND ACCESS STATEMENT FOR 36 EARLHAM STREET ALTERATION, WC2H 9LA, LONDON



Figure 1: Shop front, picture taken in 2021

SITE DESCRIPTION

36, 38 and 40 Earlham Street form an early C19 terrace with later shop premises to the ground floor of 36 and 38. The terrace is of four-storeys, plus basement level, and three-bays, in red/brown stock brick with the ground floor façade and a rebuilt parapet in yellow stock brick. A further floor appears to have been added in the late C20, set back from the main facade of the building. It is likely that the terrace was built as three dwellings, although the ground floor level has been subsequently altered. A vehicular entrance has been knocked through the depth of 40, whilst 36 and 38 have been remodelled in the C19, possibly more than once, to accommodate shop premises, and subsequently refurbished in the 1990s. Each shop frontage consists of a central eight-over-eight pane hornless sash window with shutters, flanked by brick panels and vertical batons which contain the shutters when opened. Beneath each window are three wooden panels, the central one angled inwards. To the left of each frontage is a brick panel, and to the right, a door with an overhead window. A fascia board runs across the top of each frontage, with a console bracket at the far end of each shop, and one dividing them. The shop frontages, including the brick work, project slightly from the main facade of the building.

A photograph from 1959 shows the shop frontages in place, but with earlier shutters with circular apertures. These shutters are still in place in a photograph of 1990 taken during the refurbishment works.

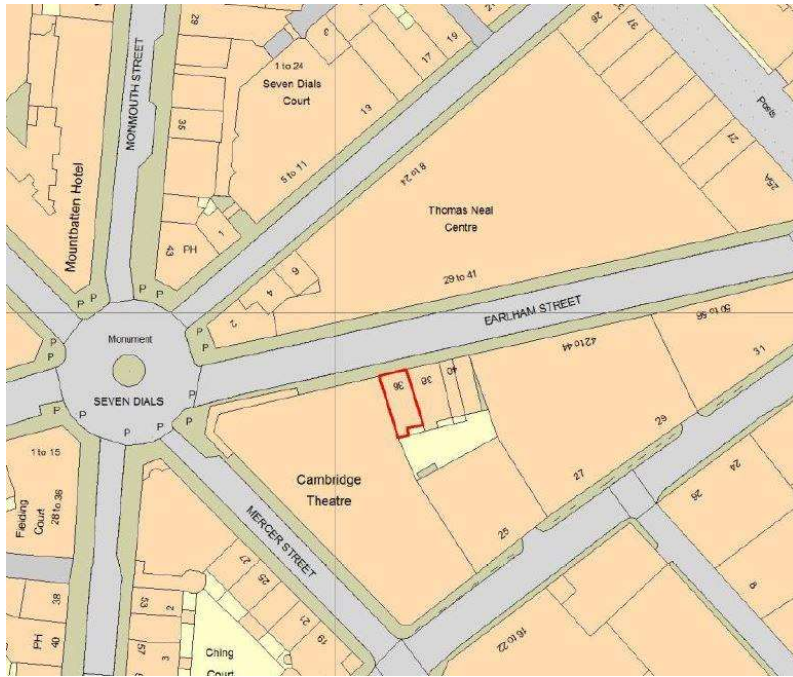


Figure 2: Location plan, 36 Earlham Street

The ground floor windows appear to be reproduction, but it is unclear whether all of the joinery to the shop frontages was replaced in the 1990s, or merely repainted. The windows on the upper floors are eight-over-eight pane horned sashes with cambered arches, the first floor windows have modern balconettes. The same 1959 photograph, and further examples from 1974, shows these upper windows as un-horned, so it seems that they have also been replaced.



Figure 3: 1956. View of the elevation, Lepard and Smiths Ltd Warehouse



Figure 4: 1974. Front view, wall of the Cambridge Theatre on the right

INTERIOR: The ground floor interiors of 36 and 38 have been stripped out, and the brick work of the interior of 38 has been exposed. The side walls are predominantly red stock brick, whilst the front wall is a mixture of yellow and red stocks, with two stone blocks in the north-east corner.

The property has undergone extensive internal refurbishment since the 70s and today little of the original interior features remain.

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	Development Description	Status	Date Registered	Decision
2021/3272/P	36 Earlham Street London WC2H 9LH	Use of the basement and ground floors for retail and dog grooming (Use Class E).	FINAL DECISION	19-07-2021	Granted
2014/0384/L	36 Earlham Street London WC2H 9LH	Display of 2 x fascia signs and 1 x projecting sign.	FINAL DECISION	14-01-2014	Granted
2013/6891/A	36 Earlham Street London WC2H 9LH	Display of 2 x fascia signs and 1 x projecting sign.	FINAL DECISION	14-01-2014	Granted
AS9704609	36 Earlham Street, WC2	Retention of an externally spotlight fascia sign and an externally illuminated projecting sign at first floor level, as shown on Photographs and one un-numbered sketch.	FINAL DECISION	30-06-1997	Part Approve/Part Refuse
LS9704610	36 Earlham Street, WC2	Retention of alterations to the front elevation comprising the display of an externally spotlight fascia sign and a projecting sign at first floor level, as shown on photographs and one un-numbered sketch.	FINAL DECISION	24-06-1997	Part Approve/Part Refuse

Figure 5: List of applications submitted from 1997 to 2021`

Whilst not an exhaustive list of applications, Figure 5 above demonstrates that there has been substantial planning activity on 36 Earlham Street in recent years.

Internally, the property has been subject to extensive alterations and refurbishment, so nothing of the original internal features survives today.

THE PROPOSAL

The design proposal seeks to maximize the use of space, by designing basement and ground floor in order to address them perfectly to the right functions: retail unit on the ground floor and grooming services on the basement floor.

The works seek to bring this vacant unit back into use as the home of a successful local business, Bow Wow, making full use of the basement area, with minimal alterations.

The Bow Wow brand has undergone a significant increase in popularity in the last years and certainly many new customers will be attracted to the new location.

This will both tribute the right value to this building and add value to the brand.

. The improvements are to be completed without detracting from the visual integrity of the property as part of Seven Dials Conservation Area; leaving the front façade of the building unchanged, the alterations will complement the building's original features and improve its usability.

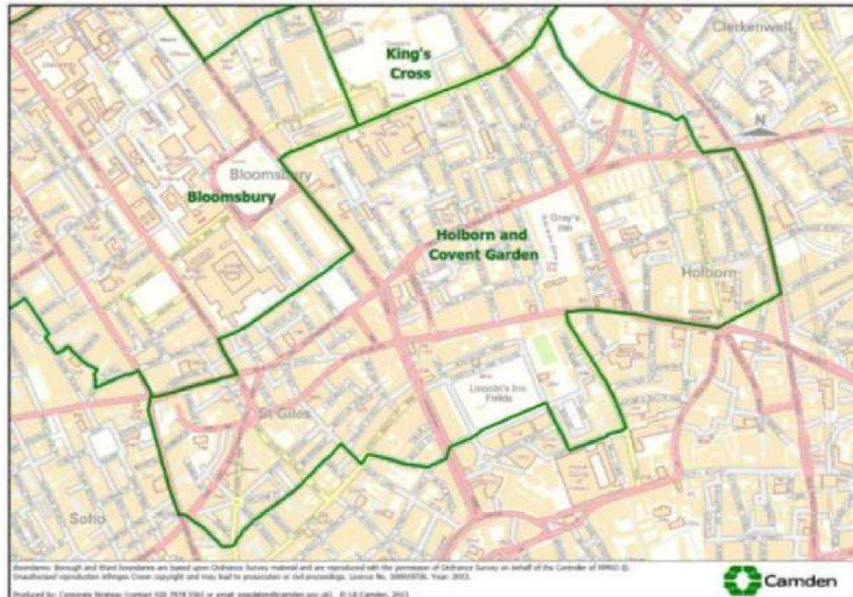


Figure 6: Seven Dials Conservation area

Seven Dials Conservation Area Appraisal and Management Strategy Statement defines and explains the characteristics of the Conservation Area, which was originally designated in July 1974. The Strategy provides guidance on what forms of alteration or development are likely to be acceptable in the area. The Summary of Special Interest in Seven Dials is as follows:

“Earlham Street is predominately four storeys with the scale and plot sizes of the original Seven Dials although it was almost entirely rebuilt in the 1880s as part of the Woodyard Brewery. There is still evidence of the high level cast iron bridges, which connected the brewery buildings across the street. A few 18th and early 19th century terraced buildings remain, in particular the section on the south side Nos.14-26. The Cambridge Theatre, a 1930s building designed by Wimperis, Simpson and Guthrie with interiors by Serge Chermayeff, forms a corner building at Seven Dials. The simple classical design provides an interesting contrast to the 18th and 19th century corner buildings whilst having some affinity with warehouse buildings. The Art Deco design was later echoed in Ibis House, designed by Terry Farrell, another corner building at the junction of Monmouth Street and Mercer Street. Between Shaftesbury Avenue and Seven Dials there are a number of new shopfronts on the north side on buildings previously in office use that have been converted successfully to retail and residential use. An exception to the distinctive quality of Seven Dials is Earlham House, a 1970s development designed by Richard Seifert. It has a particularly damaging impact at street level on Mercer Street at the entrance to the basement car park. Between Seven Dials and Neal Street the streetscape is notable for the reinstatement of original paving materials plus Victorian gas lantern style streetlights and Seven Dials bollards as the first stage of the Renaissance project. Between Seven Dials and Shaftesbury Avenue a market, which has traded since at least the 19th century, occupies one side of the street.”

The Building Works we are planning to carry are listed below:

1. The provision of a 300LTR air sourced heat pump water tank (300 ltr Ecocent Hot Water System earthsaveproducts.com), two baths and associated plumbing and ventilation at basement level (Figure 7).

The new Ecocent hot water system and baths at basement level will be mounted on the floor and the necessary servicing will be mounted onto the walls (water pipes), ceilings (ventilation flues) or floors (sewage link), as annotated on the application drawings. The minimal small openings required in the basement spine wall for this servicing will not affect any fabric of historic interest. The basement floor is to be repainted with a heavy duty floor paint. These Works will allow the productive use of this utilitarian space (there is no window in the rear room) as an integral part of the new business. They are easily reversible and will have a minimal effect on the fabric of the listed building and no effect on any historic features.



Figure 7: Picture showing new Boiler position, Red Arrow.

2. The insertion of a flue outlet in a light of the basement level sash window (Figure 8).

Ventilation for the Ecocent hot water system is to be provided through one of the lights of the sash window in the front basement room, replacing the modern glass pane with Perspex to accommodate the flue pipes. The visual effect will be minimal, as this window is the lightwell which is topped with a sturdy grill, and hidden in views from the street.



Figure 8: Basement window. One pane will be replaced with Perspex, red arrow.

3. The installation of a glazed screen in the rear section of the ground floor retail unit to separate the retail area from the grooming reception and basement level (Figure 9).

The glazed screen at ground floor level will provide a physical separation between the retail and grooming functions, proving a discreet reception at ground floor level. This will maintain the existing visual permeability throughout the retail unit. It will have minimal framing and fixings, with frameless glazed doors . It can be removed in the future with minimal effect on the listed building and no harm to any historic fabric.

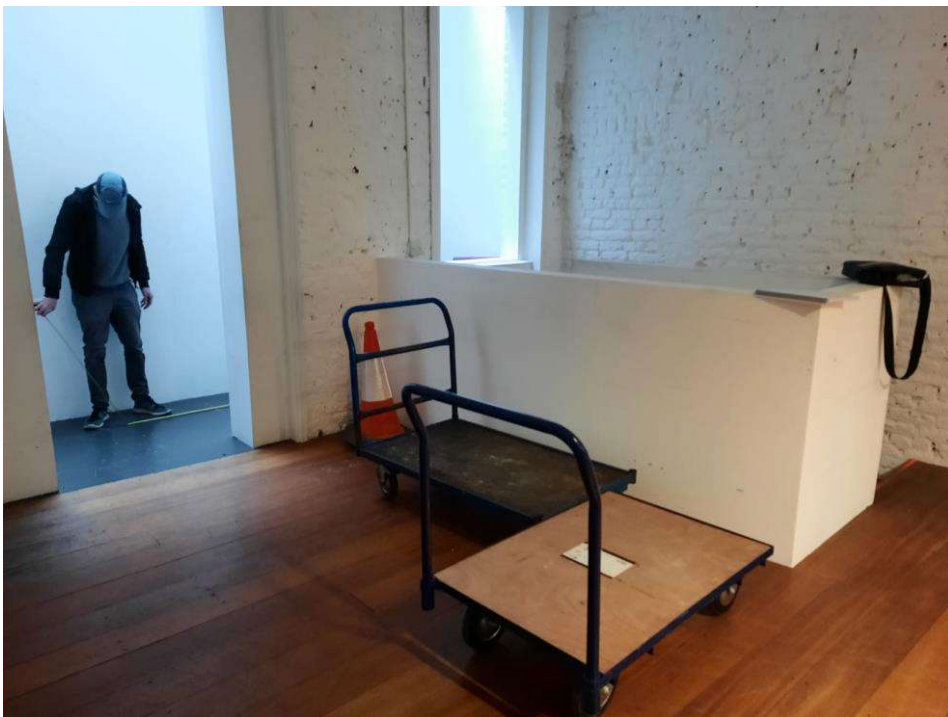


Figure 9: Area where the glass partitions will be installed

4. The lowering of the window opening (without a window) to the rear (to match that as existing to the other former window) to provide access to the stairs from the reception area down to the grooming area, beyond the proposed glazed screen (Figure 10).



Figure 10: Wall below the opening to be demolished.

The window opening to the rear of the ground floor is lowered, maintaining the width of the existing opening (this is no longer an external elevation due to the modern extension to the rear). There is no window in this opening anymore and the reveals and finishes are believed to date from the 1990s. The works will allow for the more effective use of the limited space in the modern extension and improved circulation between the basement and ground floor as part of the new business layout. There will be a minimal loss of historic fabric, and no loss of any decorative elements or features, or harm to historic plan form. These works are minor in nature and will not harm the significance of the listed building.

The Works are in line with Policy D2 and the Camden Planning Guidance on Design issued in 2021. They will bring both floors of this unit back into active use with no effect on:

- original and historic materials and architectural features
- original room layouts
- structural integrity
- character and appearance

SUSTAINABILITY

It is our intention to use the renovation of the building as an opportunity to minimize the energy requirements of the permit. We aim to employ the following sustainable elements:

- The water system we are proposing for the basement is ECO-FRIENDLY: It uses an Air Sourced Heat Pump which extracts moisture and warm air from the room and uses it to create energy which heats the water. This wonderful system also acts as a de-humidifier protecting the building. It is an energy efficient system which is remarkably cheap to run.
- We will keep the internal works to the minimum, to make sure we reduce the amount of rubbish we produce and waste of material
- We will use local suppliers, to reduce the cost for the shipping, both in terms of money and energy.

ACCESS:

Access to the property is unchanged from the street and remains through an entrance on the right hand side on ground floor. The access for disabled users will be possible using moveable ramp to fill the gap between street level and internal floor level.

Being the shop only on the ground floor, the customers are not allowed to the basement floor, which is exclusively used by the staff for grooming services. The existing staircase won't be modified in our proposed design.

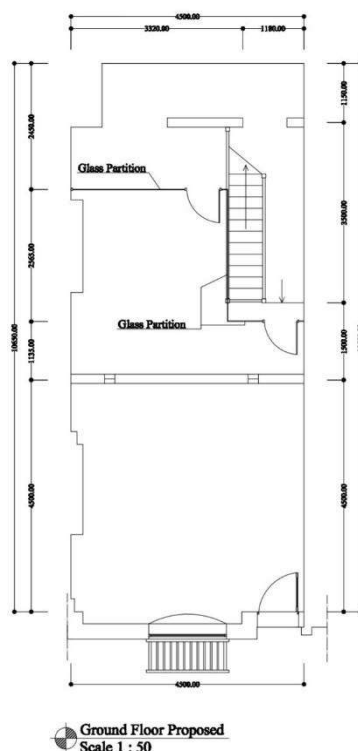


Figure 11: Proposed Ground Floor

CONCLUSIONS

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 a retail area and grooming service and provide Bow Wow 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.

The proposals subject to this application will enable Bow Wow to create the necessary space adjustments which it requires within the premises, in a manner which is sympathetic to the statutory Grade II listing of the property.

The areas of highest significance within the building are the external elevations and the ground and basement floor. The proposed works are designed in a manner which respects the areas of highest significance within the building, through careful placement of partitioning.

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.

SOURCES:

- Seven Dials Conservation Area Statement, issued by Camden Council and adopted in 1998.
- Historic England Camden Council webpage.
- Seven Dials Conservation Area Appraisal and Management Strategy, issued By Camden Council in 1998.
- Camden Town Planning Application search.
- London Metropolitan Picture Archive, LCC Photograph Library Collection