

Internal Works to 5th Floor and Mezzanine Level
Red Bull Company Ltd. Seven Dials Warehouse, 42-56 Earlham Street
Job No. 813382

Planning and Heritage Statement

Author: LS
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Status: Final

architecture
building surveying
building services
planning
interior design
sustainability
civil and structural
quantity surveying
project management
CDM and H&S services

Vision, form and function

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1.0 Introduction

- 1.1 This statement has been prepared by Ingleton Wood, on behalf of Red Bull Company Ltd, to support a planning application for listed building consent at the Red Bull Company Ltd, Seven Dials Warehouse, 42-56 Earlham Street, for internal works to involve addition of glazed partitions to create two new meeting rooms and new finishes to existing modern furniture.
- 1.2 The building is a former Brewery Building which is a designated Grade II listed building, and falls within the Seven Dials Conservation Area, designated by Camden Council. There are no scheduled monuments within or immediately adjacent to the site and the proposal does not affect the setting of any historic parks, sites of archaeological interest or battlefields.
- 1.3 This statement sets out the detail of the proposed development, establishes the relevant planning policy framework against which the application is to be determined, and assesses the acceptability of the proposal in the context of that framework and other material considerations. The document is in accordance with the National Planning Policy Framework (NPPF).
- 1.4 This statement should be read in conjunction with the following plans:
- 813382-IWD-XX-XX-DR-B-1000 S2 P01 - Site Location Plan
 - 813382-IWD-XX-05-DR-I-2230 - Existing-Demolition Plan - Fifth Floor
 - 813382-IWD-XX-MZ-DR-I-2210 - Existing- Demolition Plan Mezzanine
 - 813382-IWD-01-05-DR-I-2540 - Phase 1 - Fifth Floor Staff Kitchen and Breakout Area
 - 813382-IWD-XX-05-DR-I-2530 - Proposed Fifth Floor Plan
 - 813382-IWD-XX-MZ-DR-I-2510 - Proposed Mezzanine Plan
 - 813382-IWD-XX-MZ-DR-I-7305 - POS Room Details
 - INGLE-FV-SG-PJ01-2_R03

2.0 Site and Surroundings

- 2.1 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. The extent of the site is indicated in red on the image below.



Google image

- 2.2 This proposal relates to the fifth floor and mezzanine levels only. The building is currently accessed from Earlham Street, and consists of modern offices for Red Bull Company.

3.0 Significance of Heritage Asset

- 3.1 The full description of the Seven Dials Warehouse, as taken from the Heritage List, is as follows:

GV II

Former Brewery Building. 27-33 Shelton Street and 42-54 Earlham Street. Mid-19th century, designer unknown. Yellow stock brick with granite dressings; roof not visible. Occupying a narrow wedge-shaped site, narrowing to the east, this former brewery building comprises a five-storey structure with a granite plinth, a granite impost band, a brick cornice and parapet. EXTERIOR: the narrow three-window wide east front has a large central opening with a pedimented door surround, retaining a gas lamp bracket to the centre. The longer side elevations have a mixture of window openings, generally with sash windows, some of which have been enlarged in recent times, but which retain their brick arches. The south elevation retains a loading bay with a crane hoist. Large granite-lined door surrounds are found on each side elevation too, as well as smaller openings. INTERIOR: inspected in part; the basement, currently the Belgo Restaurant, retains its cast iron columns, jack-arched roof and barrel-vaulted cellars to the east, with a stone-paved floor. Other cast iron columns remain in situ within the retail space at upper levels. HISTORY: this block formed part of the former Combe's Brewery, the origins of which go back to the early 18th century. It expanded in the mid-19th century, becoming the 4th largest London brewery by the 1880s; it amalgamated with Watney's in 1898, and was vacated by them in 1905. According to the 1888 Goad Insurance Plan, this building was the cooling and fermenting section of the brewery, and was linked at its upper levels with bridges connecting this block with its neighbours to the north and south. Discussions for constructing such bridges were commenced in 1861, which is a probable terminus ante quem for the building's construction. The building had various post-1905 uses: the largest of which was as a stationers' warehouse. Despite considerable lesser alterations, the building retains its pronounced industrial character, and as such is an unusual survival in inner central London. It also possesses strong group value with already listed brewery buildings to the south, over the boundary in the City of Westminster.

- 3.2 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 indicated by the planning history section of this statement, the property was subject to a number of planning applications to agree the re-building from the third floor upwards. Therefore the majority of original fabric is restricted to the ground and mezzanine levels. At street level, the building maintains most of the original historic fabric.
- 3.3 The Conservation Appraisal for this area states that during the 19th century Covent Garden's central market became London's main wholesale fruit & vegetable market. The market dominated the area until the 1970s with the majority of buildings in the surrounding area servicing it. Warehouses were used for storage, in Shelton Street, Neal Street, Earlham Street, and merchants occupied office space.

4.0 The Proposal

- 4.1 Red Bull Company Ltd. Operate the building as offices. This proposal relates to the fifth floor and mezzanine levels only, and no external works are proposed. The details of the separate elements of the proposals are detailed as follows:

Proposed works

- 4.2 The works which relate to this listed building consent application are set out on the supporting plans and are as follows:

Fifth floor internal alterations

- Acupanel above kitchen cabinets till ceiling
- Acupanel to the breakfast counter front
- Acupanel to front of existing bar
- Addition of Rhombus Angle acoustic felt to wall
- Ceiling to be redone to accommodate new lighting to meeting room
- Existing roof shading to be removed and replaced with new shading system
- Bulkhead in ceiling to be removed, new ceiling at one level to accommodate new ventilation system
- New full height stud wall to create a conference room – new wall to be part acoustic glazed partition
- Addition of low level stud wall to the back of the existing bar

Mezzanine internal alterations

- Removal of false wall and installation of studwork wall
- Addition of new stud wall behind column
- New stud wall to the yellow meeting room
- Addition of full height acoustic panel to meeting room

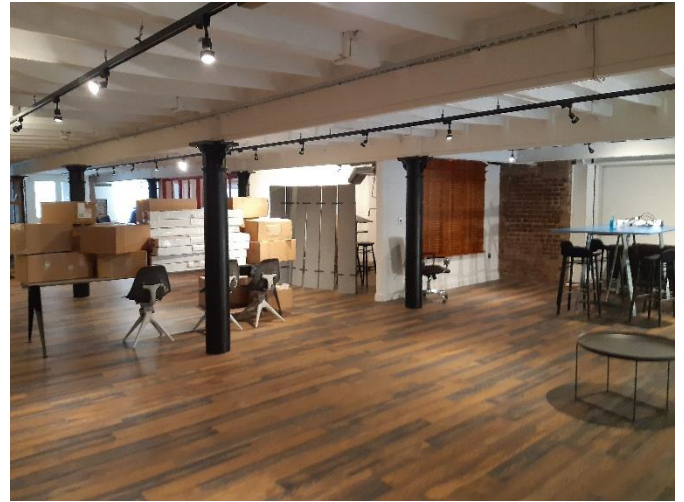
- 4.3 The addition of Acupanel is to modern fixtures. The proposal would not result in the loss of any historic fabric, or materials which are considered to compromise the integrity of the heritage assets.
- 4.4 Unfortunately, work had begun on the above, prior to receiving confirmation that some of the works would require listed building consent. As such, we regret to inform that this application is submitted retrospectively.

Photographs

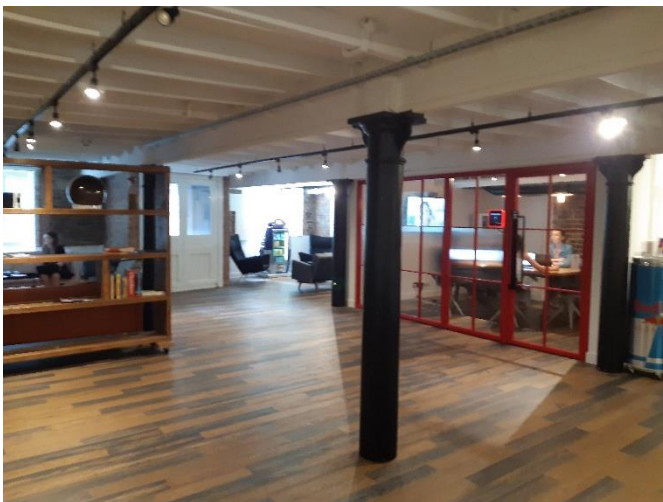
Proposed meeting rooms



Location of meeting room indicated in yellow

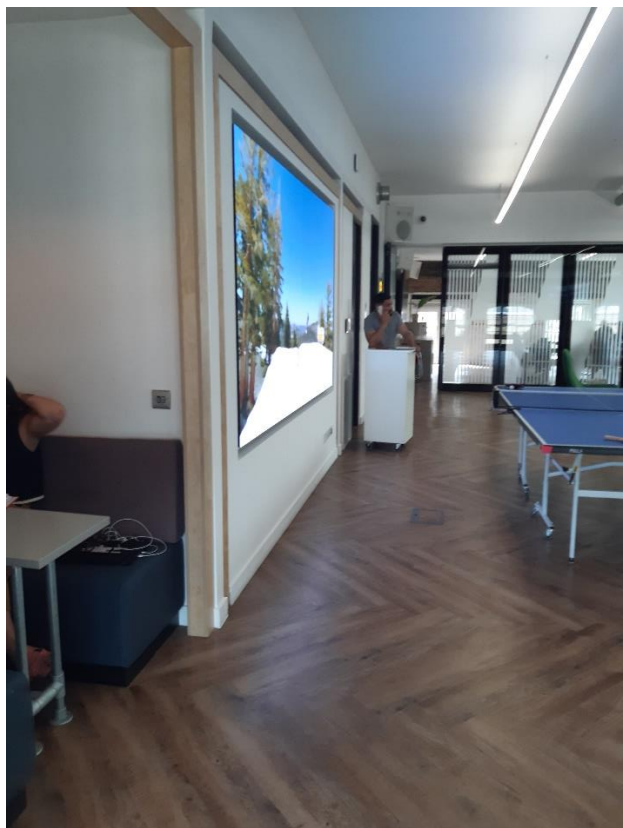


Location of meeting room indicated in blue



Existing meeting room location

Fifth Floor Alterations



5.0 Planning history

5.1 Following a search of Camden Council's online planning access, the following relevant planning permissions are detailed:

Ref.	Address	Description	Status
ASX0105086	Seven Dials Warehouse, 27-33 Shelton Street & 42-56 Earlham Street, WC2	Display of non-illuminated fascia sign and graphics on three elevations.	Withdrawn, permission not required
ASX0204937	7-9 & 16 Earlham Street, 14/18, 29, 42 & 57/59 Monmouth Street and 21/23 & 24 Shorts Gardens, Seven Dials, WC2	Temporary christmas decorations suspended over four locations within Seven Dials (SEE LSX0204938)	Withdrawn, permission not required
2022/2699/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Minor alterations to the roof of the building to enlarge existing gutter outlets.	Granted 06-09-2022
2021/2042/A	Seven Dials Warehouse 42-54 Earlham Street London WC2H 9LJ	Display of 4 posters and replacement of banner signage on the Shelton Street elevation and display of 8 posters and replacement of banner signage on the Earlham Street elevation for a temporary period until 31st May 2022 in association with the temporary gallery use (Class F1) at no. 50 Earlham Street	Granted 21-05-2021
2021/1577/L and 2021/0792/P	Seven Dials Warehouse 42-54 Earlham Street London WC2H 9LJ	Change of use of the basement, ground and first floor from restaurant (Class E) to gallery use (Class F1) for a temporary period until 31st May 2022 at 50 Earlham Street, painting of the ground floor front and rear elevations, internal alterations including installation of new track lighting at basement, ground and first floor, the removal of modern partition walls and installation of new signage on the front and rear elevations.	Granted 21-05-2021

2019/1618/P and 2019/1642/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Replacement of existing door to the Seven Dials Community Club on the Earlham Street Elevation	Granted 06-08-2019
2018/6136/P	Seven Dials Warehouse 42-56 Earlham Street London WC2H 9LJ	Installation of 3 x AC units within the existing rooftop plant enclosure and internal works at 3rd floor including new partition walls, carpet and lighting.	Granted 13-03-2019
2018/4919/L and 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.	Granted 10-01-2019
2018/0845/L	42-56 Earlham Street London WC2H 9LJ	Internal alterations.	Granted 24-04-2018
2017/5817/A and 2017/5866/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Installation of 3 x internally illuminated projecting signs to the Earlham Street elevation.	Granted 27-11-2017
2017/5591/P	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Variation of condition 4 (roof terrace hours of use) of planning permission granted on 21/12/2016 (ref:2016/5939/P), as amended by application ref: 2017/1723/P granted on 20/06/2017, for the creation of terrace at roof level, alterations to ground floor façade and fenestration, and replacement of rooftop plant.	Granted 19-12-2017
2017/1723/P	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Variation of Condition 3 (approved plans) of planning permission granted on 21/12/2016 (ref: 2016/5939/P) for the creation of terrace at roof level, alterations at ground floor façade and fenestration, and replacement of rooftop plant; namely 10 condensers at roof level.	Granted 20-06-2017
2017/1701/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Creation of terrace at roof level; alterations to ground floor façade and fenestration; replacement of rooftop plant; and internal alterations and refurbishment.	Granted 20-06-2017

2016/5972/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Creation of terrace at roof level; alterations to ground floor façade and fenestration; replacement of rooftop plant; and internal alterations and refurbishment.	Granted 21-12-2016
2016/5939/P	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Creation of terrace at roof level; alterations to ground floor façade and fenestration; and replacement of rooftop plant.	Granted 21-12-2016
2016/5587/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Internal alterations including the removal of modern partition walls and finishes.	Granted 27-10-2016
2008/3517/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Refurbishment of the interior ground and mezzanine floors.	Granted 07-10-2008
2003/0658/L	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Internal and external works of alteration including the removal of internal cladding, demolition of part of the mezzanine floor area, relocation of internal staircase, the replacement of secondary entrance with fully glazed shop window on Earlham Street frontage and the removal of paint to door surrounds, stone plinths and banding.	Granted 17-09-2003
PSX0004538	Seven Dials Warehouse 42 Earlham Street London WC2H 9LA	Refurbishment, alteration and extensions following fire damage to provide a mix of offices, retail and community uses including the erection of a roof extension at fifth floor level and rooftop plant and associated alterations at ground floor level and facades.	Granted 02-05-2001

6.0 Impact on the Heritage Asset

- 6.1 The site is a designated heritage asset, and as stated by the NPPF, the level of detail in describing the significance of any heritage assets affected by development should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 6.2 The proposal involves no excavation, and the works would have limited impact on the fabric of the original building.
- 6.3 Due to the previous fire damage, 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. As such, areas of greatest heritage 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 from the third to fifth floors, there is almost nothing of historic interest due to the fire.
- 6.4 The most intrusive of the works would be the installation of the glazed partitions to form the new meeting rooms. These are to be connected with a new internal stud wall, but would not impact the integrity of the original walls. The other works are just upgrading existing modern furnitures.
- 6.5 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.

7.0 Planning Analysis

- 7.1 Paragraph 193 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 7.3 Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. In this case, most elements of the proposal would cause no harm, with limited potential of less than substantial harm. However, the proposal would involve the public benefit of preserving the building and maintaining the use as an office for continued use by the business.
- 7.4 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.
- 7.4 The impact on Listed Buildings and the Conservation area also requires consideration under the development management policies and S66(1) and S72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Whilst the proposal will result in minimal harm to the special interest of the listed building, it would also protect its optimal use and would not affect the character and appearance of the conservation area.
- 7.5 The proposal is considered to accord with the economic, design and heritage policies of Camden's Local Plan and the relevant policies of the NPPF and Planning (Listed Buildings and Conservation Areas) Act 1990.

8.0 Conclusion

- 8.1 Red Bull Company Limited are seeking Listed Building consent for the; internal works to involve addition of glazed partitions to create two new meeting rooms and new finishes to existing modern furniture. The building and a number of the adjacent buildings are Grade II listed.
- 8.2 Due consideration has been given to the design and impact on heritage assets in this statement. Accordingly, the proposed development is considered to be acceptable in the planning balance when assessed against the key policies and principles of the National Planning Policy Framework. On this basis, it is therefore respectfully requested that the application is approved.