

Application ref: 2023/2353/A  
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Date: 29 August 2023

**Development Management**  
Regeneration and Planning  
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KS DESIGN  
4 Dover Close  
Clacton on Sea  
CO15 1XF  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**50 Earlham Street**  
**London**  
**WC2H 9LJ**

#### **Proposal:**

Installation of 1 x timber sign with brass lettering, 1 x wall mounted timber sign, 1 x non-illuminated hanging timber projecting sign with traditional metal bracket, and 1 x menu board at Earlham Street, and 1 x timber sign with brass lettering, 1 x wall mounted timber sign and 1 x menu board at Shelton Street.

Drawing Nos: Design & Access Statement Rev. B Dated July prepared by KS Design;  
319.22/ 720, 319.22/ 721C Rev C Dated July 2023, 319.22/ 722, 319.22/ 723C Rev C  
Dated July 2023, 319.22/ 724, 319.22/ 725C Rev C Dated July 2023, 319.22/ 726, 319.22/  
727C Rev C Dated July 2023, 319.22/ 750D Rev D Dated August 2023.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### **Conditions and Reasons:**

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country

Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The existing signage is to be remediated to the approved scheme within 3 months from the date of this permission.

Reason: To remediate the harm posed by the existing unapproved advertisements that have been applied.

Informative(s):

- 1 Reasons for granting consent:

The proposed works include the installation of 1 x timber sign with brass lettering, 1 x wall mounted timber sign, 1 x non-illuminated hanging timber projecting sign with traditional metal bracket, and 1 x menu board at Earlham Street, and 1 x timber sign with brass lettering, 1 x wall mounted timber sign and 1 x menu board at Shelton Street.

The timber sign with brass lettering would measure 2,825mm wide x 450mm high, and would be 2,620mm above ground on the Earlham Street elevation, and 4,350mm above ground on the Shelton Street. The wall mounted timber signs

would measure in at a 850mm diameter with a 20mm thickness on both street elevations. The non-illuminated hanging timber projecting sign with traditional metal bracket will have a 500mm diameter. 30mm wide, and be located 3,650mm from Groud Level on the Earham Street elevation. No signs will be illuminated.

The proposed signage has been significantly amended during the course of the application to omit and revise the signage scheme to preserve the special interest of the Grade II Listed Seven Dials Warehouse building and the character and appearance of the Seven Dials Conservation Area. This included omitting the number of advertisements and revising the detailed design of the signage on both the Earham and Shelton Street elevations.

The fascia signs are considered acceptable in terms of their size, number, position and do not appear out of proportion with the building or the area. The design of the signage reflects the character and materiality of the recently redeveloped building, and is in keeping with the character of this part of the Seven Dials Conservation Area.

The proposed signage would not impact on amenity in terms of outlook, nor would they be harmful to either pedestrian or vehicular safety, given the signs are not illuminated. Overall, the advertisements are considered appropriate in this context. The proposal therefore raises no public safety concerns.

A number of signs, not aligned to the proposed scheme, have been installed onsite without planning permission. An enforcement order has commenced, requiring the existing signage to be removed and replaced with the approved signage. Therefore, a condition has been attached to remove the signage within 3 months from the date of this permission.

The application site's planning history was taken into account when coming to this decision. It is noted there is a associated listed building consent (LBC) for internal works. As part of the public consultation of the LBC, five (5) objections were raised regarding the proposed signage. The applicant has amended the scheme, to the satisfaction of the objectors. All objections have now been withdrawn.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name.

Daniel Pope  
Chief Planning Officer