

Application ref: 2023/2448/L
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Date: 1 September 2023

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APT - Design
31 Main Street
Kilby
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LE18 3TD
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
Seven Dials Warehouse
52-56 Earlham Street
London
WC2H 9LJ

Proposal: Installation of one externally illuminated projecting sign on the Earlham Street elevation.

Drawing Nos: PL100; PL300; PL302; EX301; EX300; EX100

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: PL100; PL300; PL302; EX301; EX300; EX100.

Reason: In order to safeguard the special architectural and historic interest of

the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting listed building consent

You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

The proposal has been amended during the course of the application to omit and amend parts of the scheme to better preserve the special interest of the Grade II Listed Building. This includes omitting the Shelton Street signage, internal illumination, and amending the method of fixing. The proposed single projecting sign will be setback down the side Earlham Street elevation away from the front of the building, with no signage applied to the intact Shelton or Neal Street façades. It will be located above the stucco band level and the height will align with other projecting signage along this elevation of the Warehouse maintaining uniformity and consistency in the advertisements down the street. Dimensions of the proposed sign (700x510mm) are in line with others in the immediate context.

The sign will have a more contemporary aluminium materiality with laser cut lettering and be externally illuminated by two LED strips to the underside of the frame which shall not exceed a luminance level of 400CD/M2. The fixing method had been amended to a hanging bracket design which references the traditional character of the building and Conservation Area and will require minimal screw fixings into the historic masonry façade. An objection was received by the Covent Garden Community Association (CGCA) in opposition to the original design and fixing method, but it is considered that the amended details have sufficiently addressed the concerns outlined, and the CGCA subsequently withdrew their objection.

It has therefore been assessed that the proposed projecting sign would not result in a substantial loss of significant historic fabric or harm the special architectural interest of the listed host building. Works are therefore appropriate from a Heritage and Conservation perspective and can be supported.

The site's planning history has been taken into account when making this decision

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer