

CF/FC/HP/P23-2203

02 November 2023

Planning - Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

Dear Sir/Madam

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Planning (Listed Buildings and Conservation Areas) Act 1990**

**Applications for Advertisement Consent & Listed Building Consent
26 Earlham Street, London, WC2H 9LN
Planning Portal Refs. PP-12562214 & PP-12562345**

Pegasus Group is instructed by Rosa's London Limited (the 'Applicant') to submit applications for Advertisement Consent and Listed Building Consent for the following development at 26 Earlham Street, London, WC2H 9LN:

"Installation and display of 1 x externally illuminated fascia sign, 1 x non-illuminated fascia sign and 1 x non-illuminated hanging sign as well as shopfront repainting and internal works to ground, first and second floors."

Accordingly, the following documentation has been submitted via the Planning Portal (Refs. PP-12562214 & PP-12562345):

1. Planning Application Form;
2. Architectural drawings, prepared by Quadrant Design:
 - a. Site Location and Block Plan (ref. JOO2058_AO_01 Rev -);
 - b. Existing Plan Layout (ref. JOO2091_A1_00 Rev A);
 - c. Existing Shopfront Elevation (ref. JOO2091_A2_0 Rev B);
 - d. Proposed General Arrangement (ref. JOO2091_A2_00 Rev A);
 - e. Floor Finishes (ref. JOO2091_A2_01 Rev A);
 - f. Proposed Wall Finishes (ref. JOO2091_A2_0 Rev A);
 - g. Proposed Signage Plan (ref. JOO2091_A2_0 Rev B);
 - h. Proposed Reflected Ceiling Plan (ref. JOO2091_A3_0 Rev A);
 - i. Proposed External Elevation (ref. JOO2091_A4_0 Rev C);
 - j. Visuals of internal works;
 - k. Proposed materials and finishes;
3. Photographs (included within this letter);

4. Planning Assessment (included within this letter);
5. Design and Access Statement (included within this letter); and
6. Heritage Statement (Prepared by Pegasus Group).

The application fee has been paid separately via the Planning Portal.

Site Context

The application site comprises a single restaurant unit, which forms part of the wider Grade II Listed 24 and 26 Earlham Street (see Figure 1 below). The site also falls within the Seven Dials (Covent Garden) Conservation Area and Central Activities Zone (CAZ).



Figure 1: Application Site (Front)

The building is occupied by Rosa's Thai, who have operated in the premises since c.2017. The restaurant operates across all floors, with dining space at the ground, first and second, kitchen at the basement, and office/storage space at the third.

The restaurant fronts Earlham Street and comprises a 20th-century timber green painted shopfront featuring a recessed entrance, a pair of four-pane sash windows, a fascia and stallrisers. The existing advertising scheme for the restaurant includes spot lit (externally illuminated) hand painted fascia lettering, a branded canvas retractable awning, internal menu box and a metal bracketed non-illuminated hanging sign.

The upper floors comprise white painted brick exterior with architrave timber sash windows.

The wider streetscene is made up of a mixture of historic and modern development, mostly commercial and residential in character. The units either side are 'Udderlicious' an ice cream shop at 24 Earlham Street, and the entrance to the Fielding Court apartments at 28 Earlham Street, as shown on Figure 2 below.



Figure 2: Application Site (inc. ground and first floor frontage) with Fielding Court entrance (left) and Udderlicious (right)

The inside of the premises is predominantly comprised of modern materials and features, aside from the historic timber staircase and windows. See the accompanying Heritage Statement for further details.

Planning History

The following planning history is relevant to the application proposals:

Application Site: 26 Earlham Street

- **2017/2023/L** - Details of joinery and plasterworks, historic fabric repaired and retained (condition 2) required by listed building consent granted on 31/03/2017 (reference: 2016/6709/L for the installation of a new shopfront and associated signage; internal alterations to include the strip out all modern partitions, joinery, metal staircases, wall and floor finishes through out, reinstating the original timber staircase, new stud walls, light weight partitions and repair the fabric of the original and existing staircase.). Granted 12.06.2017.
- **2017/0897/A** - Display of externally illuminated fascia sign and a non-illuminated awning. Granted 31.03.2017.



- **2016/6779/P** – Installation of a new shopfront to restaurant (Class A3). Granted 31.03.2017.
- **2016/6709/L** – Installation of a new shopfront and associated signage; internal alterations to include the strip out all modern partitions, joinery, modern metal staircases, wall and floor finishes through out, reinstating the original timber staircase from basement to the first floor level, new stud walls to approximate original location to perimeter of staircase, modern light weight partitions to form WC enclosures and repair the fabric of the original and existing staircase. Granted 31.03.2017.

Udderlicious: 24 Earham Street

- **2017/0897/A** – Display of externally illuminated fascia sign and a non-illuminated awning. Granted 31.03.2017.

Monmouth Street

- No. 4 – **2012/2244/A** – Installation of 1 x externally illuminated (trough light) fascia sign, 1 x projecting sign to each of the Shaftsbury Avenue and Monmouth Street elevations and 1 x awning to Monmouth street elevation. Granted 12.06.2012.
- No. 6 – **2016/0183/A** – Display of one externally illuminated fascia sign. Granted 17.02.2016.
- No. 11 – **2019/5438/A** – Display of 1x externally-illuminated fascia sign and 1x externally-illuminated projecting sign to the shopfront. Granted 21.10.2020.
- No. 30 – **2019/2227/A** – Retrospective permission for the display of 1x externally illuminated fascia sign, 1x externally illuminated projecting signs and 3x replacement awnings. Granted 22.06.2020.
- No. 40 – **2016/6139/A** – Display of externally illuminated fascia and projecting signs and a non-illuminated forecourt barrier. Granted 10.01.2017.

Application Proposals

These applications seek Advertisement Consent and Listed Building Consent in order to replace the existing signage, paint the shopfront shown in Figure 1 above and undertake internal works associated with the refurbishment of the existing restaurant.

Specifically, the application for Advertisement Consent seeks the installation and display of the following advertisements:

- 1no. externally illuminated fascia sign, comprised of individually pinned metal letters which will be externally illuminated by “halo” effect by lighting behind each letter; and
- 1no. non-illuminated hanging sign (graphics only to be replaced, retaining the panel and bracket).



The proposed hand painted fascia sign shown on the Proposed Elevation as well as any internal signage do not form part of this application since they benefit from Deemed Consent under Schedule 3, Class 5 and Class 12 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). However, it is recognised these still require Listed Building Consent.

In addition, Listed Building Consent is sought for the following works:

- All replacement and new internal and external signage;
- Repainting of existing shopfront into classic Rosa's Thai red colour;
- Internal alterations within the dining areas, comprising the strip out of existing materials and finishes and installation of new lighting, wall, ceiling and floor finishes, reupholstering furniture, screening and replacement wall and ceiling signage.

All other features, including the existing awning and fixed tables, will be retained.

Planning & Design Assessment

External Proposals

The halo illumination as part of the proposed fascia letters will be static and discreet, with illumination limited to the lettering only and shone back onto the fascia to create the halo effect. This will soften its overall visual and amenity impact and ensure there will be no adverse impact on highway users.

The principle of externally illuminated signage at the application site has been accepted previously by the Council through the use of spot lighting on the existing fascia since 2017 (as approved by application ref. 2017/O897/A). Furthermore, numerous examples of lawful external illumination can be seen in Seven Dials, such as the trough lighting at the neighbouring 'Udderlicious' and 'Café Nero' (refs. 2016/1532/A & 2019/2227/A) (see Figure 3 below). Notably, 24 Earlham Street comprises part of the same listing as 26 Earlham Street, and as such confirms the acceptability of externally illuminated fascia signage on the Grade II Listed Building and within the Seven Dials Conservation Area.



Figure 3: Approved Trough Lights as part of Udderlicious (ref. 2016/1532/A) and Café Nero Shopfronts (ref. 2019/2227/A) neighbouring the Application Site

Many properties along Monmouth Street also benefit from externally illuminated signage, such as Nos. 4 & 11 Monmouth Street (2019/5438/A (left), ref. 2012/2244/A (see Figure 4 below). Similar to Earlhams Street, Monmouth Street is also characterised by a mixture of historic and modern development, mostly commercial and residential in character.



Figure 4: Approved external illumination in the locality: ref. 2019/5438/A (left), ref. 2012/2244/A (right)



Furthermore, the Seven Dials Conservation Area Statement states at page 28 that signage should be non-illuminated or externally illuminated, however, it does not specify the method of external illumination. Therefore, both the proposed halo illuminated fascia sign as well as the proposed non-illuminated signage complies with this guidance.

Camden Planning Guidance (CPG): Design (January 2021) requires shopfront alterations to existing buildings to respect the detailed design, materials, colour and architectural features of the shopfront and host building itself. The scale and spacing of the pinned lettering is considered appropriate given the four-storey scale of the building as is its central siting within the fascia. The use of brass is also appropriate as it is a traditional material and respects the character and appearance of the host building.

The CPG is silent with respect to the amount of external signage allowed. The scale of the non-illuminated hand painted fascia lettering is smaller than the proposed halo illuminated fascia sign it sits below and as such, will be viewed as subservient to it. In addition, both fascia signs will comprise a small proportion of the fascia and overall, will not amount to visual clutter.

The reuse of the traditional existing bracket for the hanging sign is appropriate and sustainable and the bold lettering and red colouring of this sign and shopfront is in-keeping with the historic character and appearance of the street and Conservation Area. The scale and design of the hanging sign is appropriate in relation to the rest of the shopfront and host building as a whole, and the absence of illumination ensures there will be no unnecessary glare and visual clutter in combination with the proposed halo illuminated fascia sign.

Internal Proposals

The accompanying Heritage Statement provides a full assessment of the acceptability of the scheme in relation to the impact on the relevant heritage assets (namely the host Grade II Listed building and Seven Dials Conservation Area). To summarise, the majority of the existing internal fabric that is subject to the proposals is modern and as such, there will be no adverse heritage impact in this regard. Furthermore, the proposals do not include any demolition or substantial works to the elements that comprise the special architectural interest of the inside of the building, including the windows and staircase, only the repainting of the window frames.

The Heritage Statement concludes that the proposals will have 'no harm' to the significance of the Grade II Listed host building and Conservation Area with reference to the levels of harm in the NPPF. The proposals therefore satisfy the statutory requirement set out in Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Conclusion

In conclusion, it has been demonstrated the proposals are appropriate for the site and respect the character and appearance of the host building, street and Seven Dials Conservation Area.



Moreover, it has been demonstrated that the proposals are in accordance with national and local policy and guidance¹, and as such, should be granted.

I trust the above and enclosed is sufficient for the registration of this application and look forward to receiving confirmation of this in due course. If you require any further information, then please do not hesitate to contact me.

Yours faithfully

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Principal Planner

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¹ i.e. London Plan 2021, Camden Local Plan 2017 Policies AD1, D2, D3 & D4 as well as the provisions of CPG: Design and CPG: Advertisements and the NPPF.