

Application ref: 2023/4705/L  
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Date: 19 January 2024

**Development Management**  
Regeneration and Planning  
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Pegasus Group  
21 Ganton Street  
London  
W1F 9BN

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**26 Earlham Street**  
**London**  
**WC2H 9LN**

Proposal:

Installation 1x externally illuminated fascia sign and 1x non-illuminated projecting hanging sign; shopfront repainting and internal works to ground, first and second floors.

Drawing Nos:

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:

J002058\_A0\_01, J002091\_A1\_00 Rev A, J002091\_A2\_01 Rev B,  
J002091\_A2\_00 Rev A, J002091\_A2\_01 Rev A, J002091\_A2\_02 Rev A,

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 The subject site is one of a pair of Grade II listed late-Georgian terraced houses of the early 19th century, now a shop, making a positive contribution to the character and setting of the Seven Dials Conservation Area. Its significance lies in its architectural design, plan form, and historic fabric.

The proposed 1x externally illuminated fascia sign (white letters with brass trim) is considered to be acceptable given the size, design, materials, and location. The existing spotlights are to be replaced with a trough light, which is acceptable given the historic setting of the host building and wider Conservation Area. The existing non-illuminated hanging box sign will be replaced with one of the same dimensions, utilising the existing bracket, which is also acceptable. Overall, the signs are suitable in size and design and would preserve the character of the street scene and the historical and architectural interest of the wider Conservation Area.

The proposals to the interior of the building appear to be minor adaptations of the existing altered condition; thus no additional harm is identified. Works to the front facade include replacement signage and repainting the shopfront - all of which are considered minor and will not result in any harm. The proposed works are therefore considered acceptable and will not affect the special character or setting of the Grade II listed building.

Special regard has been attached to the desirability of preserving the listed building, its setting and 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 2013.

No objections were received prior to the determination of this application. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policy D2 of the London Borough of Camden Local Plan 2017 and with policies of the London Plan 2021 and the National Planning Policy Framework 2023.

- 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 grey rectangular background.

Daniel Pope  
Chief Planning Officer