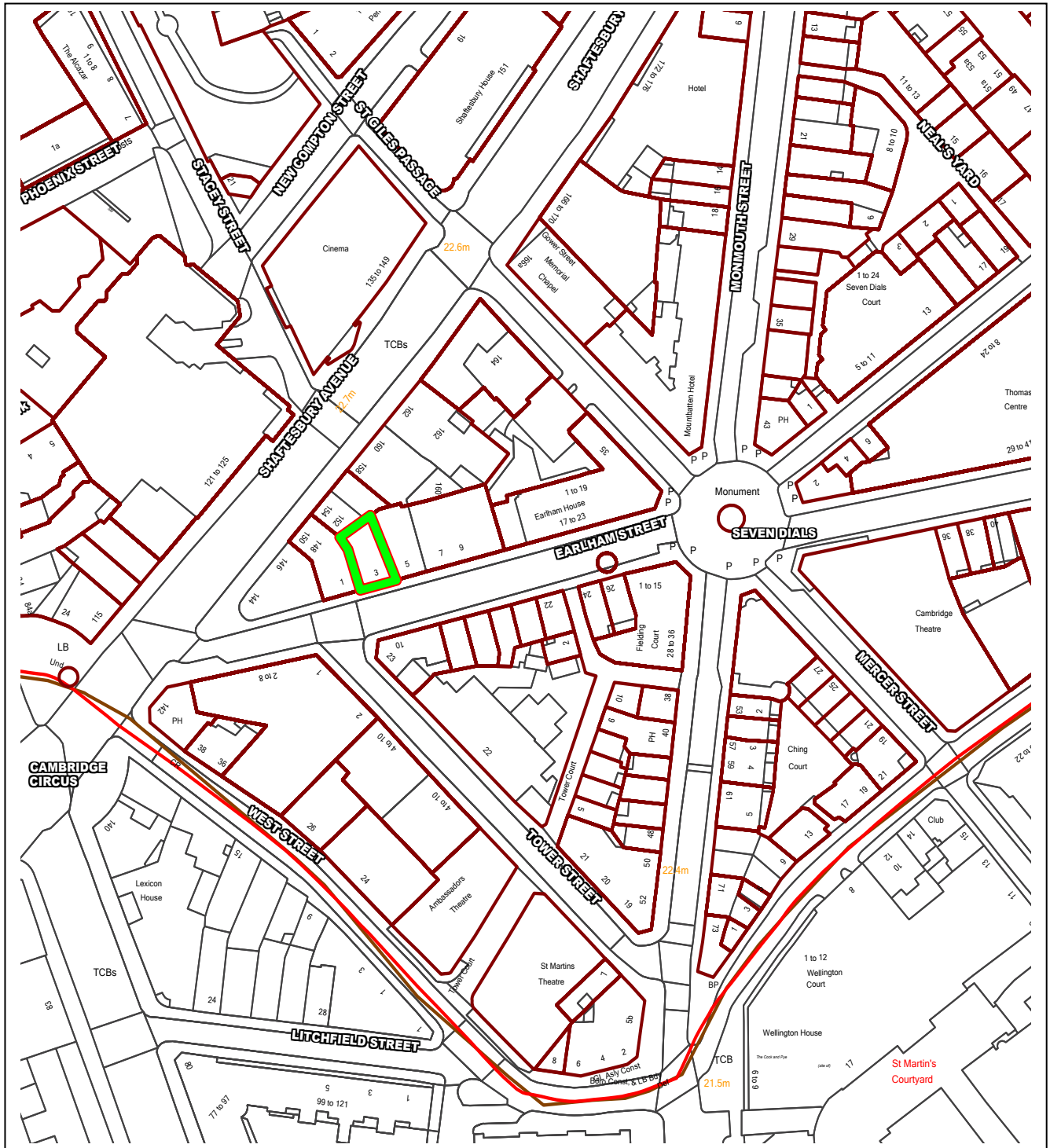


2023/2681/A – 3 Earlham Street



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2023/2681/A – 3 Earlham Street

Photo 1 – Proposed projecting sign.



Photo 2 – In the context of the shopfront and showing the level of illumination





Photo 3, 4 and 5 –Other advertisements on Earham Street



<b>Delegated Report</b> <b>(Members' Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>10/10/2023</b> <b>EoT: 9/05/2024</b>
		N/A		<b>Consultation Expiry Date:</b>	15/08/2023
<b>Officer</b>				<b>Application Number(s)</b>	
Tania Clifford				2023/2681/A	
<b>Application Address</b>				<b>Drawing Numbers</b>	
Basement And Ground Floor 3 Earlham Street London WC2H 9LL				<i>Refer to draft decision notice.</i>	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Display of 1x halo internally illuminated projecting sign (retrospective).					
<b>Recommendation:</b>		Grant advertisement consent.			
<b>Application Type:</b>		Advertisement Consent.			

<b>Conditions or Reasons for Refusal:</b>	<b><i>Refer to Draft Decision Notice</i></b>			
<b>Informatives:</b>				
<b>Consultations</b>				
<b>Summary of consultation:</b>	<p>There is no statutory requirement to consult on advertisement consent applications, however all applications are made publically availability and residents, local business and stakeholders are encouraged the sign up to <a href="#">planning e-alerts</a>.</p> <p>Any comments received on an application will be taken into consideration.</p> <p>1 objection has been received from the occupier of 68 Neal Street.</p> <p>Objections are on the following grounds:</p> <ul style="list-style-type: none"> <li>The advertisement should not be internally illuminated as this will detract from the Seven Dials Conservation Area contrary to SD19 of the Seven Dials Conservation Area Statement which states:  <i>“Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.”</i> </li> </ul> <p><u>Officer's response:</u>  <i>The advertisement has halo illumination at a very low level of illuminance. This is not out of character in this part of the conservation area. Please see paragraphs 3.3-3.5 of the report below for the detailed assessment in this regard.</i></p>			
<b>Adjoining Occupiers:</b>	No. of responses	<b>01</b>	No. of objections	<b>01</b>
<b>Summary of consultation responses:</b>	None			
<b>Bloomsbury CAAC:</b>	<p>Objection: We object to this application - internally illuminated signs are not permitted in conservation areas.</p> <p><u>Officer's response:</u>  <i>The advertisement has halo illumination at a very low level of illuminance. This is not out of character in this part of the conservation area. Please see paragraphs 3.3-3.5 of the report below for the detailed assessment in this regard.</i></p>			

## Site Description

The application site is located on the north side of Earlham St. east of the junction with Shaftsbury Avenue and west of the junction with Seven Dials. The ground floor comprises retail use with residential above. The street is characterised by properties with retail uses at the ground floor level.

The application site is within the Seven Dials Conservation Area and is noted as a building which makes a positive contribution to the conservation area. The building is not listed.

## Relevant History

The planning history for the application site can be summarised as follows:

**2008/3807/P** - Retention of an additional air conditioning unit on the rear flat roof. **Refused and Warning of Enforcement Action 05/01/2009.**

3 and 5 Earlham Street

**2008/4569/P:** Installation of fabric awning to fascia of shopfront Class A1. **Application Withdrawn 14/10/2008**

**P9600031:** Change of use from flat and offices to 2 x 1 bedroom flats. **Granted conditional permission 26/04/1996.**

At neighbouring sites:

10 Earlham Street

**2018/1073/A:** Display of 3x halo illuminated fascia signs to Earlham Street, Tower Street and corner elevations. **Granted 24/05/2018**

9 Earlham Street

**2018/3577/A:** Display of 1x halo illuminated fascia sign and 1x halo illuminated projecting sign. (Part retrospective). **Granted 20/12/2018.**

## Relevant policies

**National Planning Policy Framework (2023)**

**The London Plan (2021)**

**Camden Local Plan (2017)**

- **A1** Managing the impact of development
- **D4** Advertisements

**Camden Planning Guidance:**

- CPG Design (2021)
- CPG Advertisements (2018)

**Seven Dials Conservation Area character statement 1998**

**Fortune Green and West Hampstead Neighbourhood Plan 2015**

**Town & Country Planning (Control of Advertisements) (England) Regulations 2007**

**The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of**

## Illuminated Advertisements' 2015

### Draft Camden Local Plan

The council has published a new [Draft Camden Local Plan](#) (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications, but has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

## Assessment

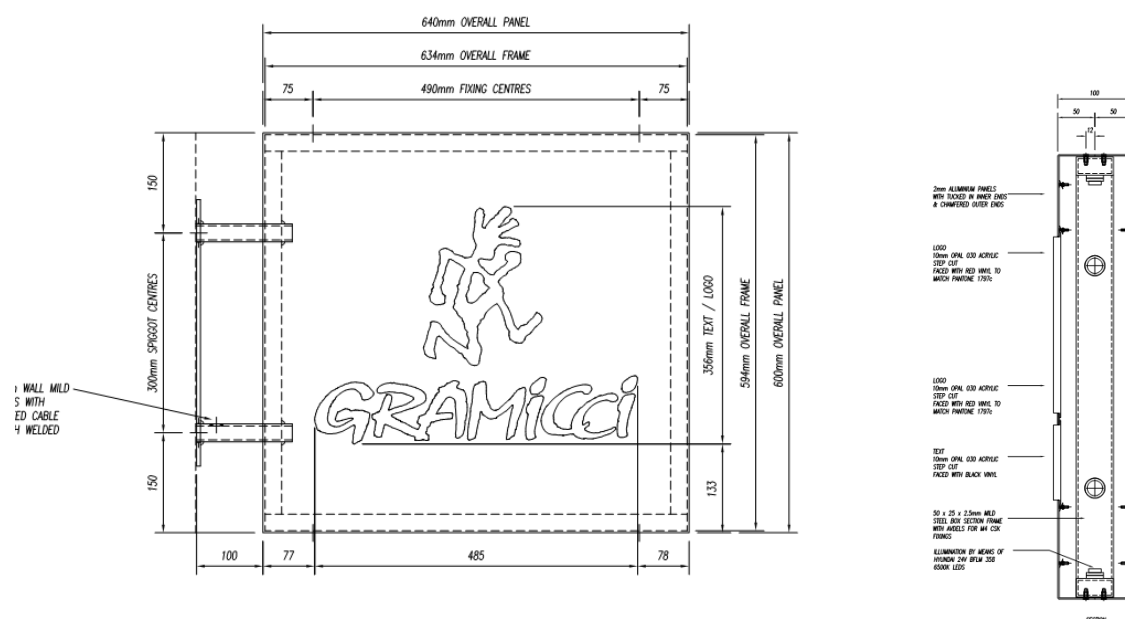
### 1. The proposal

1.1. Advertisement consent is sought for:

- Display of 1 x halo internally illuminated sign measuring 600mm (h) x 640mm (w) x 10mm (d). The sign is already in place.

1.2 The sign has folded aluminium face panels which are painted white. The only element of the sign which would be internally illuminated is the logo and lettering and this is through a halo effect whereby the face of the logo is solid with light spilling from the sides of the logo. The illumination would be no higher than  $10\text{cd/m}^3$ .

Figure 1 - Proposed projecting sign (elevation and Section)



1.3 The drawings also include a non-illuminated fascia sign (applied vinyl to existing fascia board) and a internally applied vinyl sign to on the glazed part of the door. These adverts do not form part of this application and benefit from deemed advertisement consent under Class 5 (fascia sign) and Class 12 (internal window sign) of Schedule 3 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

### 2. Assessment

2.1. The principal considerations material to the determination of this application are as follows:

- the impact of the proposal on visual amenity (Design); and
- the impact of the proposal on highway, pedestrian and cyclist's safety.



### 3. Design

- 3.1 Local Plan Policy D4 (Advertisements) states that advertisements should preserve or enhance the character of their setting, the host building and conservation areas. It states that the type and appearance of illuminated advertisements should be sympathetic to the design of the building and “must not obscure or damage any special architectural features of the building.”
- 3.4 Camden Planning Guidance (CPG1 – Design) advises that any illumination should be sympathetic to the design of the building in which it is located.
- 3.3 The Seven Dials (Covent Garden) Conservation Area Statement states that “internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated.”
- 3.4 Advertisement in this part of Earlham Street include a mixture of non-illuminated, externally illuminated and halo illuminated signs. In terms of materials sign in the local area are a mixture of painted signs, applied acrylic lettering, and metal projecting signs.
- 3.5 The proposal projecting sign would be of a similar size to those at the surrounding properties and would be positioned at fascia level. It would not obscure any architectural features. The method of illumination would be halo illuminated lettering and logo and the illuminated would be limited to 10cd/m<sup>2</sup>. This is significantly lower than other halo illuminated signs in the street which are 500cd/m<sup>2</sup>. The level of illumination would be secured by condition. Overall, in design terms, due to the low luminance levels and the size, and positioning of the sign the proposal is considered to be visually appropriate and would conserve and enhance the character and appearance of the Seven Dials Conservation Area.

### 4. Public Safety

- 4.1 The location of the signage is not considered harmful to either pedestrian or vehicular traffic in accordance with National Advertisement Regulations and Camden Planning Guidance. The proposals therefore raise no public safety concerns.

### 5. Conclusion

- 5.1 The proposed development is considered acceptable in terms of its design and impact on Seven Dials (Covent Garden) Conservation Area, and there is considered to be no adverse impact in respect of public safety.

### 6. Recommendation

- 6.1 Grant advertisement consent.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 5 February 2024, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for ‘Members Briefing’.***

Application ref: 2023/2681/A  
Contact: Tania Clifford  
Tel: 020 7974 6936  
Email: [Tania.Clifford@camden.gov.uk](mailto:Tania.Clifford@camden.gov.uk)  
Date: 31 January 2024

**Development Management**  
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London Borough of Camden  
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WC1H 9JE  
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[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Mr James Brigham  
Gramicci  
3 Earlham Street  
London  
Camden  
WC2H 9LL

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Basement And Ground Floor**  
**3 Earlham Street**  
**London**  
**Camden**  
**WC2H 9LL**

# DECISION

Proposal:  
Display of 1x halo internally illuminated projecting sign (retrospective).  
Drawing Nos: Site location plan; 055-0522EL01; 143954.

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 illuminance levels of the projecting sign should be no higher than 10cd/m<sup>2</sup>.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 & D2 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 The display of fascia advertisement, as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.
- 2 The display of internally applied window vinyl sign, as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

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-householder-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

Chief Planning Officer

**DRAFT**

**DECISION**