

Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG



4 March 2024

Our Ref:0189

Submitted via Planning Portal
Planning Portal Ref: PP-12840789

Dear Sir / Madam

RE: Advertisement Consent Application – 50a Earlham Street, London – Humble Crumble

We write on behalf of our client to submit an advertisement consent application seeking consent to display a wall mounted sign and projecting sign at the entrance of 50a Earlham Street, Camden, London.

Background

The proposals seek to provide a more legible, high-quality entrance to the unit and follow the recent granting of planning permission and listed building consent for the change of use of the unit from a pet accessories shop (Class E) to desert takeaway (Sui Generis), including external façade alterations to windows, doors and a new order point and internal fit out (application references: 2023/2472/L and 2023/2185/P). The applications were granted on the 2 February 2024.

The Proposals

Details of the proposed signs are shown on the accompanying drawings and detailed specifications drawing and are summarised in the below table.

No. of Signs	Sign Type	Sign Text	Dimensions	Materials	Location
1	Wall mounted signage	Humble Crumble	Span 1370mm Height 485mm Letters 200mm	Aluminium panel	Front
1	Projecting sign	Humble Crumble	Width 500mm Height 500mm Thickness 100mm	Aluminium panel & acrylic text	Double sided

All of the proposed fixings to the building will align with mortar joints only and will not require attachment to any of the existing brickwork.

The proposed signage will not be illuminated.

Assessment

Policy D4 of the Camden Local Plan relates to advertisements and states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and

be of the highest standard of design, material and detail.

The Council will support advertisements that preserve the character and amenity of an area and preserve or enhance heritage assets and conservation areas.

The design of the signs is sympathetic to the surrounding context and the host building and will provide a new high-quality entrance to the business. The design of the proposals will preserve and enhance this part of the conservation area and will have no impact on the significance of the listed building. The location of the signage has already been presented within the Design and Access Statement as part of a recent planning permission and listed building consent relating to the change of use of the unit which included external works (application references: 2023/2472/L and 2023/2185/P).

The proposals will not be illuminated and will not have any impact on the amenity of any nearby occupiers by virtue of the location of the entrance and proximity of surrounding uses.

The materials that will be used will be high quality and durable, appropriate to their context and setting.

It is considered that this application for advertisement consent is policy compliant and therefore acceptable in planning terms. There is therefore a compelling case for the granting of consent without delay.

Application documentation

Please find enclosed the following documents for the consideration of Officers:

1. Site Location Plan, Ref: A500-A-001 Rev P02
2. Existing Elevation, Ref: A500-A-040-P02
3. Proposed Elevation, Ref: A500-A-050 Rev P04
4. Existing Section, Ref: A500-A-090 Rev P01
5. Proposed Section, Ref: A500-A-061 Rev P03
6. Signage details and specifications, prepared by Brinsmoor Signs

The application has been submitted electronically via the planning portal (planning portal reference: **PP-12840789**)

The application fee of **£229.00** has been paid electronically at the time of submission (this includes the requisite service fee).

We trust that you have all the required documentation to validate this application and look forward to confirmation shortly.

If you have any queries, please contact Samuel Palmer of this office.

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Sam Palmer', written in black ink.

Samuel Palmer
Director
on behalf of Chroma Planning and Development Ltd

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