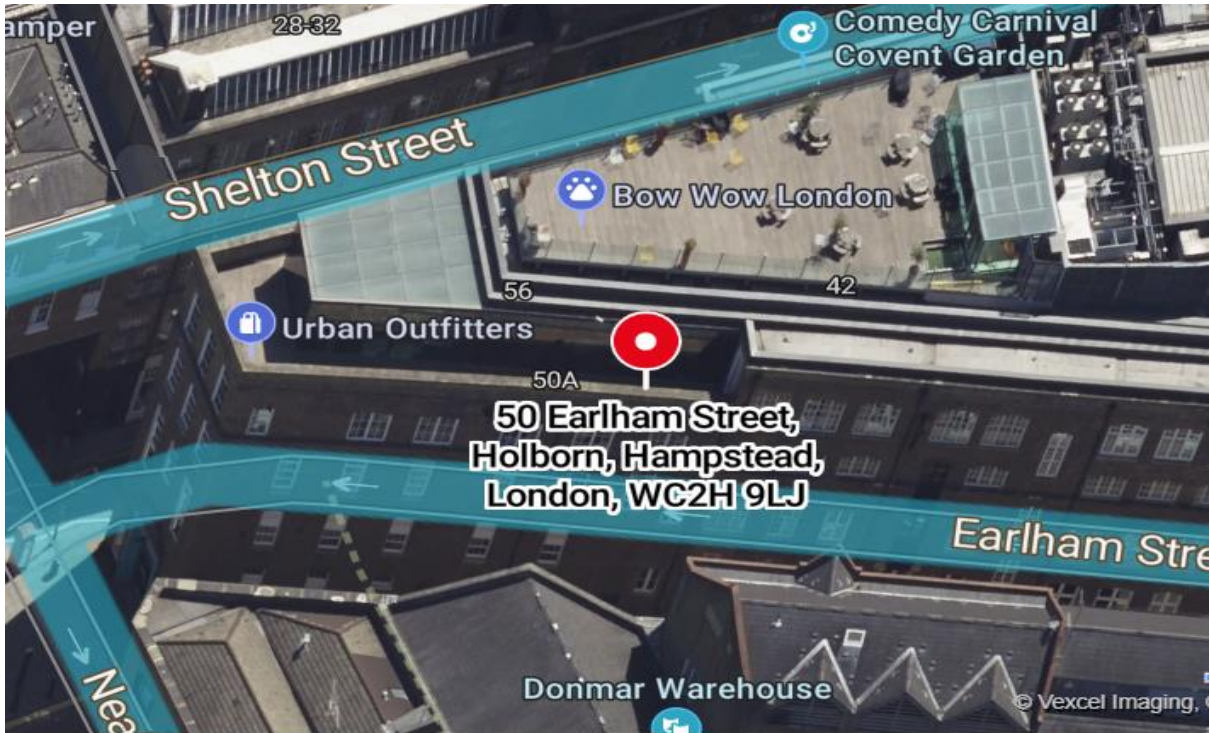


50 Earlham Street

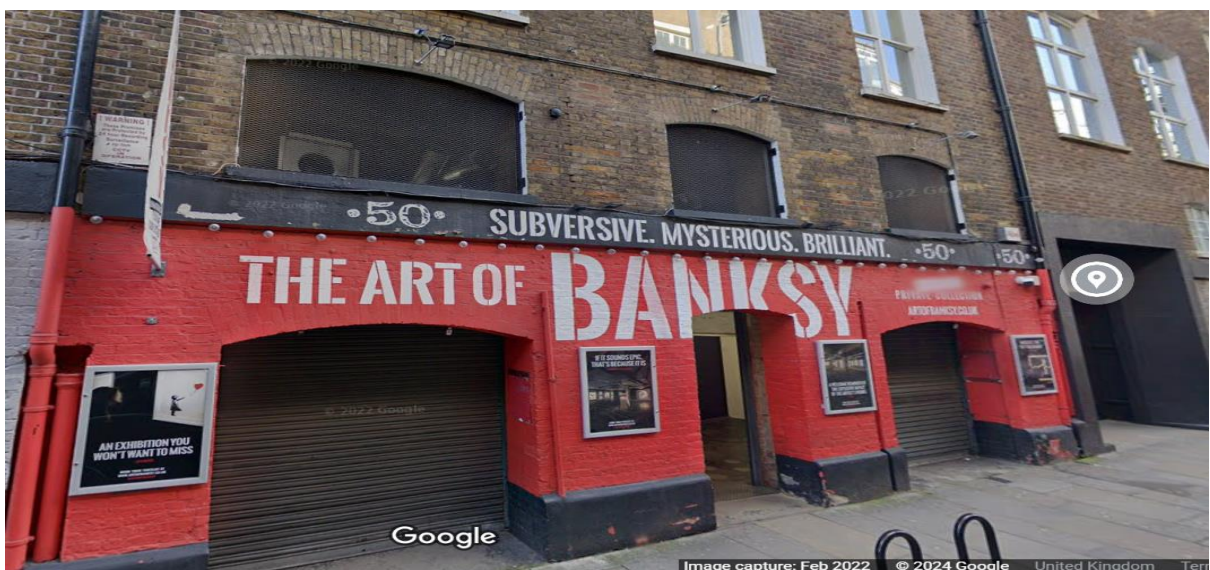


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50 Earlham Street - 2023/4723/A



1. Ariel View



2. Front Elevation



3. Street View

Proposed Banner Elevation Bierkeller

Extreme Blockout 690 gsm Banner
 690 gsm with dark blue writing top logo in gold
 The multi-layer banner comprising two layers of prismatic off-white PVC on the outside and a black PVC core. The black layer prevents light passing through, ensuring the material is not transparent. The banner is waterproof and is for use on two-way streets or places where it will be read on both sides.

Planning	
Planning	Existing & Proposed Banner Elevations

50 Earlham Street

4. Existing & Proposed Drawings

Delegated Report		Analysis sheet	Expiry Date:	29/12/2023
(Members Briefing)		N/A	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Sonia Cupid			2023/4723/A	
Application Address			Drawing Numbers	
50 Earlham Street London Camden WC2H 9LJ			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of an advertising banner to existing flagpoles for a period of 12 months				
Recommendation(s):		Grant Advertisement Consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informative:						
Consultations						
Adjoining Occupiers:			No. of responses	01	No. of objections	01
Summary of consultation responses:	Press and Site notices - 8/02/24- 3/03/2024					
<p data-bbox="49 1227 328 1308">CAAC/Local groups* comments: *Please Specify</p> <p data-bbox="49 1496 373 1576">Covent Garden Community Association (CGCA) comments:</p>	<p data-bbox="424 651 1098 680">No comment received from Seven Dials CAAC.</p> <p data-bbox="424 763 1321 831">One letter of objection has been received from Covent Garden Community Association</p> <p data-bbox="424 875 1501 1010"><u>Objection to original proposals:</u> As the amenity society for the area, Covent Garden Community Association (CGCA) wishes to object to these applications ref. 2023/4723/A and 2023/4721/L.</p> <p data-bbox="424 1055 1501 1267">Although there was previously a fabric sign on this building, the building has since gained a large amount of additional signage (see application 2023/2353/A) so the situation has significantly changed. The frontage already looks cluttered. The installation of another sign would be 'overkill' and result in harm to the appearance of the listed building and the conservation area.</p> <p data-bbox="424 1312 1453 1491">It is worth noting that in the past the fabric sign was the main sign for the business, with just the name 'Belgo' on it. The proposed new sign is an advertising banner for an alcohol brand (Paulaner beer), not a legitimate sign for the business. This has no place in the conservation area in a location that is not a designated poster site.</p> <p data-bbox="424 1536 1501 1827">There is an additional problem now that a new business has taken the small unit next door at 50a Earlham Street. This banner on 50 Earlham Street will block views towards the hanging sign of the new businesses, unfairly damaging its profile on the street. A fabric sign has already been installed in this position without consent. It is fitted loosely and flaps constantly. This movement is presumably designed to draw the eye to the advertisement. Previous fabric signs were heavy and taut, which did not harm the listed building and conservation area in the same way.</p> <p data-bbox="424 1872 1453 2186">Sadly, the applicant has made a number of alterations to this important building before gaining consent from Camden as the LPA. This has including quite fundamental listed building development (which was, fortunately, acceptable and later consented under 2023/2305/L) and extensive illuminated signage that was detrimental in conservation terms and involved enforcement and removal. The applicant also places large A-Boards across the pavement, leaving less than 1 metre for pedestrian passage in a busy area; we have asked him to remove them and he says that he will do so but they reappear and cause obstruction.</p>					

Please do not grant this retrospective application, and please ask the applicant to remove the advertising banner for beer.

Case officers' response: *Revisions were sought from the applicant in conjunction with comments from one of our internal Conservation Officers which has resulted in the banner on Shelton Street being removed from the proposal. The current proposal is for a banner on Earlham street only. The quality of the materiality of the banner has been improved to have a more solid appearance and to prevent movement in the wind as raised as an issue by the Convent Gardens Residents Association. The placement of the banner ensures it does not impact on the ability to read other signage along Earlham Street and would not result in harmful visual clutter.*

Site Description

The site is part of a former brewery building dates from the mid 19th century, is grade II listed making a positive contribution to the Seven Dials (Covent Garden) Conservation Area. Many of the surrounding properties are also listed. Number 50, is an integral part of this building with elevations on the Shelton Street and Earham Street elevations.

Relevant History

50 Earham Street

2023/4721/L - Installation of an advertising banner to existing flagpoles for a period of 12 months - **Granted - 15/3/2024**

2023/2353/A - Installation of 1 x timber sign with brass lettering, 1 x wall mounted timber sign, 1 x non-illuminated hanging timber projecting sign with traditional metal bracket, and 1 x menu board at Earham Street, and 1 x timber sign with brass lettering, 1 x wall mounted timber sign and 1 x menu board at Shelton Street. **Granted 29/08/2023**

2021/2042/A - Display of 4 posters and replacement of banner signage on the Shelton Street elevation and display of 8 posters and replacement of banner signage on the Earham Street elevation for a temporary period until 31st May 2022 in association with the temporary gallery use (Class F1) at no. 50 Earham Street – **Granted 21/05/2021**

2011/2185/A - Display of illuminated signage at ground and first floor levels on the Earham Street and Shelton Street elevations in connection with the restaurant use (Class A3). **Refused 22/06/2011 on the following grounds:**

The proposed signs, by reason of their design, location, quantity and method of illumination, would result in visual clutter and be detrimental to the architectural integrity of the listed building, the appearance of the streetscene and the character and appearance of the Seven Dials (Covent Garden) Conservation Area and are therefore harmful to amenity, contrary to policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework 2010 and advice contained within the Camden Planning Guidance 2011 (CPG1 Design).

2004/4997/L - Works associated with the application of a glazed screen across a recessed entrance to a disused lift. – **Granted 19/09/2005.**

2004/4995/P - The application of a glazed screen across a recessed entrance to a disused lift. – **Granted 19/09/2005.**

A9600786- Display of two externally illuminated canvas banners to Earham Street entrance and two externally illuminated canvas banners to Shelton Street entrance. **Refused 26/04/1996**

50A Earham Street

2024/0984/A - Erection of 1 x wall mounted sign and 1 x projecting sign. **Currently under consideration**

2004/4997/L - Works associated with the application of a glazed screen across a recessed entrance to a disused lift. – **Granted 19/09/2005**

2004/4995/P - The application of a glazed screen across a recessed entrance to a disused lift. – **Granted 19/09/2005**

PS9704151R2 - Alterations including new entrance door and frame, a non-illuminated toughened glass panel to the right of the door, a new window frame (5) to match the door, in connection with the change of use from Class A3 restaurant use to Class A1 retail use. – **Granted 18/07/1997.**

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework 2023

The London Plan 2021

Camden Local Plan 2017

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

Camden Planning Guidance (CPG) 2018-2021

CPG Design (January 2021)

CPG Amenity (January 2021)

SPG Advertisements (March 2018)

Seven Dials Conservation Area Statement 1998

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. Proposal

1.1. The applicant wishes temporarily to display a banner advertising a bar on a pair of existing prongs associated with previous temporary permissions.

Revisions

1.2. A proposal to hang a second banner on the Shelton Street end of the premises has been withdrawn from the proposals, owing to the comparatively unspoilt nature of Shelton Street.

1.3. Additionally, the quality of the materiality of the banner has been improved to have a more solid appearance and to prevent movement in the wind as raised as an issue by the Convent Gardens Residents Association.

1.4. It should be noted that listed building consent has already been granted for the proposals subject to this application, see application reference: 2023/4721/L.

2. Assessment

2.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

2.2. The principle considerations in the determination of the advertisement application are:

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

2.2.1. Visual Amenity (Design and Heritage)

2.2.2. Local Plan policies D1 (Design) and D2 (Heritage) are aimed at achieving the highest standard of design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area; and Policy D2 states that the Council will preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings. Policy D4?

2.2.3. CPG 'Design' states that 'good design should respond appropriately to the existing context by ensuring the scale of the proposal overall integrates well with the surrounding area, carefully responding to the scale, massing and height of adjoining buildings, the general pattern of heights in the surrounding area, and positively integrating with and enhancing the character, history, archaeology and nature of existing buildings on the site and other buildings immediately adjacent and in the surrounding area, and any strategic or local views, vistas and landmarks.'

2.2.4. The CPG Advertisements makes reference to projecting and hanging signs where by advertising for upper floor premises by lettering on windows or by suspended banners on large frontages will only be considered acceptable where advertising a specific event for a temporary period.

2.2.5. The advertisement is sought for a limited time period of 12 months so will not be a permanent feature which will be secured via condition

2.2.6. The Conservation Area Statement states that 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. There are a number of banner advertisements along Earlham Street, such that the current proposals would not appeal out of character.

2.2.7. The proposed banner advertising will be installed onto a pair of existing prongs associated to previous temporary permissions reference: 2021/2042/A. The quality of the materiality of the banner has been improved to have a more solid appearance and to prevent movement in the wind as raised as an issue by the Convent Gardens Residents Association. It is considered that the temporary banner not harm the listed building or result in visual clutter. The proposals would conserve the character and appearance of the conservation area.

2.2.8. Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under **s.66** of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

2.2.9. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

2.3.0. Therefore the proposal complies with policies D1, D2 and D4 of the 2017 Camden Local Plan

3. Public safety

The proposal is only seeking amendment to the banner, there would not be any impact on the neighbouring community.

4. Recommendation

4.1 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 20th May 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 and search for 'Members Briefing'.

Application ref: 2023/4723/A
Contact: Fast Track SC
Tel: 020 7974
Email:
Date: 15 May 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk

KS DESIGN
4 Dover Close
Clacton on Sea
CO15 1XF
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
50 Earlham Street
London
Camden
WC2H 9LJ

DECISION

Proposal:

Installation of one advertising banner to the existing flagpoles on both external elevation for a period of 12 months

Drawing Nos: 319.22/820A (exist and propo), block plan, site location plan

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

Conditions and Reasons:

- 1 The structures hereby permitted are for a temporary period only and shall be removed and the site made good on or before 19th May 2025.

Reason: The banner is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

Informative(s):

1

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