

Application ref: 2024/1212/L  
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Date: 7 June 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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Chroma Planning and Development Limited  
67 Harrow Road  
Bristol  
BS4 3NB

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**50A Earlham Street**  
**London**  
**WC2H 9LA**

Proposal:  
Display of 1no. wall mounted sign and 1no. projecting sign

Drawing Nos: Cover Letter dated 4 March 2024 Ref: 0189 Prepared by Chroma, A500-A-050 Rev P05, A500-A-061 Rev P04, mock03-C dated 2024/06/03.

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:

A500-A-050 Rev P05, A500-A-061 Rev P04, mock03-C dated 2024/06/03.

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 Reasons for granting listed building consent:

The application building, known as the Seven Dials Warehouse, is a Grade II-listed building located in the Seven Dials Conservation Area and is identified as making a positive contribution to the character and appearance of the area. The demise of the application site comprises the entirety of the basement of the Seven Dials Warehouse and part of the ground and first floor.

The proposed signage has been amended during the course of the application to preserve the special interest of the Grade II Listed Seven Dials Warehouse building and the character and appearance of the Seven Dials Conservation Area. The installation of the nonilluminated signs are reflected in planning application 2024/0984/A.

Two (2) objections were raised regarding the proposed signage. The applicant has amended the scheme, to the satisfaction of the Council and the objectors. All objections have now been withdrawn. The site's planning history has been taken into account when making this decision.

Special regard has been attached to the desirability of preserving the listed building and its 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 (ERR) 2013.

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with 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.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5

Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2023.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope  
Chief Planning Officer