

Application ref: 2024/0984/A  
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Date: 7 June 2024

**Development Management**  
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Chroma Planning and Development Limited  
67 Harrow Road  
Bristol  
BS4 3NB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement 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 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.

#### Informative(s):

- 1 Reasons for granting permission:

The wall mounted sign will read 'HUMBLE CRUMBLE' and would sit centred above the entrance, circa 2660mm above the ground level of Earlham Street and measures 1370mm wide and 485mm high. The lettering would be 200mm. The proposed wall mounted sign will not be illuminated.

The projected sign will be a hanging which would be similar to other signs along Earlham Street. The proposal projects 753mm from the building face, whilst the sign itself would be 700mm wide, 550mm tall and would sit 3850mm above the ground level of Earlham Street. The heights and dimensions match up with the other projecting signs that have all been approved and installed on the Earlham Street elevation and the Grade II Listed Seven Dials Warehouse building elevation. The proposed projected sign will not be illuminated.

The proposal has been amended during the course of the application to ensure the projecting sign is truly hanging and sits levels with other signs along Earlham Street. The proposed signs are now considered acceptable in terms of their size, number, position and do not appear out of proportion with the building or the area. The design of the signage reflects the character and materiality of the recently redeveloped building, and is in keeping with the character of this part of the Seven Dials Conservation Area.

The proposed signage would not impact on amenity in terms of outlook, nor would they be harmful to either pedestrian or vehicular safety, given the signs are not illuminated. Overall, the advertisements are considered appropriate in this context. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision. It is noted there is an associated listed building consent (LBC) under ref. 2024/1212/L for the signs due to the proposal being situated on a Grade II Listed building. As part of the consultation of the LBC, two (2) objections were raised regarding the proposed signage from nearby amenity groups. The applicant has amended the scheme, to the satisfaction of the objectors. All objections have now been withdrawn.

As such, the proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer