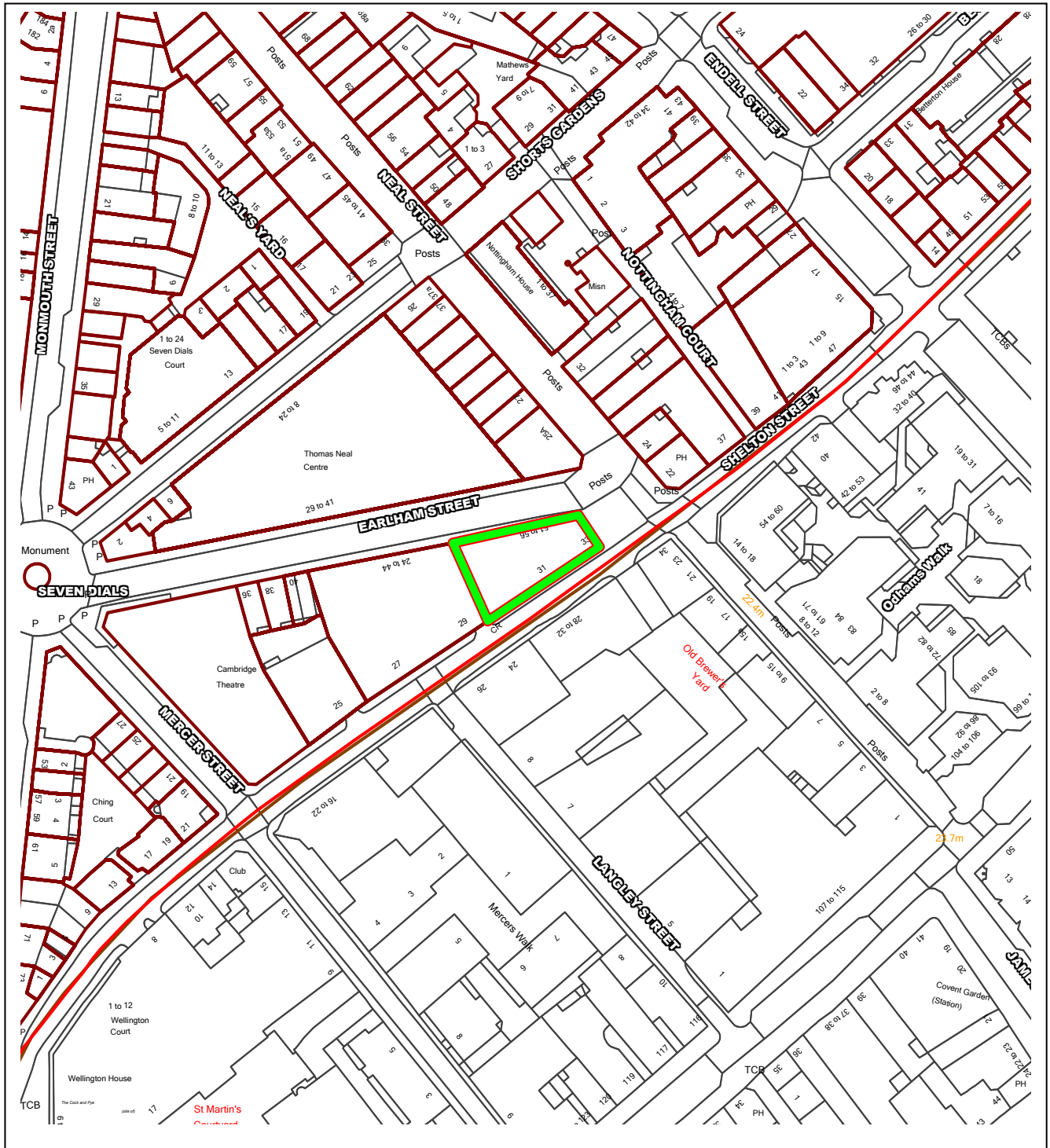


2024/2820/A 50 Earlham Street



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Image 1. Aerial View of the site



Image 2. Earlham Street Frontage



Image 2 Shelton Street Frontage

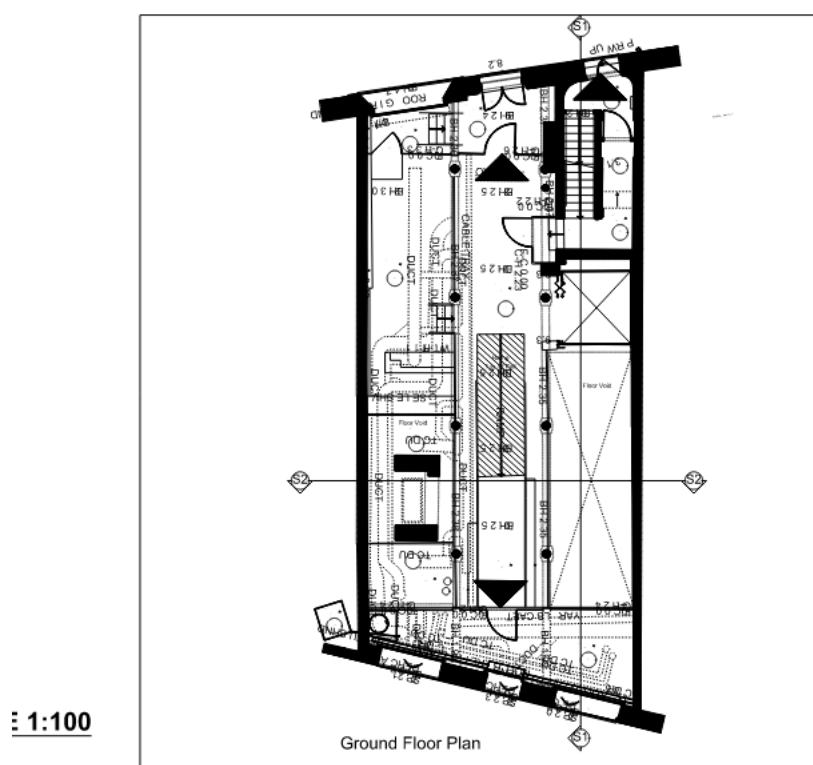


Image 3. Existing ground floor

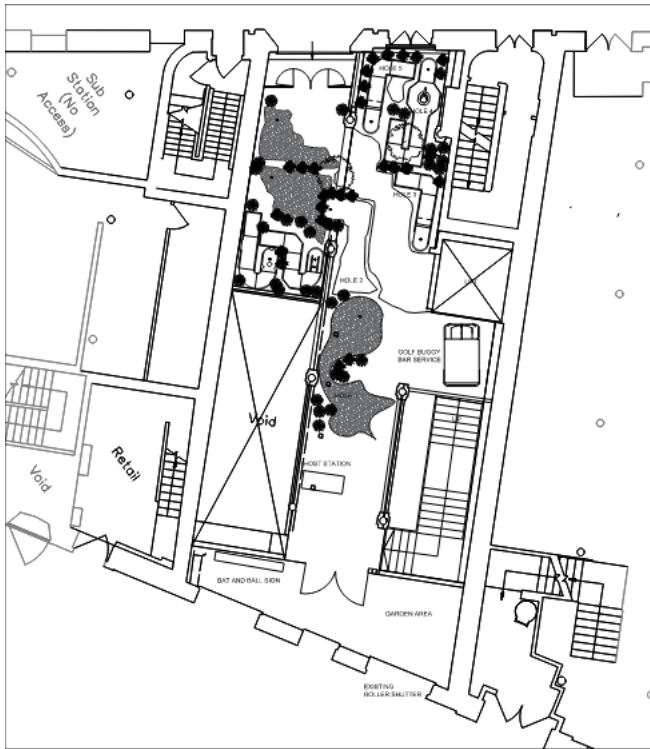


Image 4. Proposed ground floor

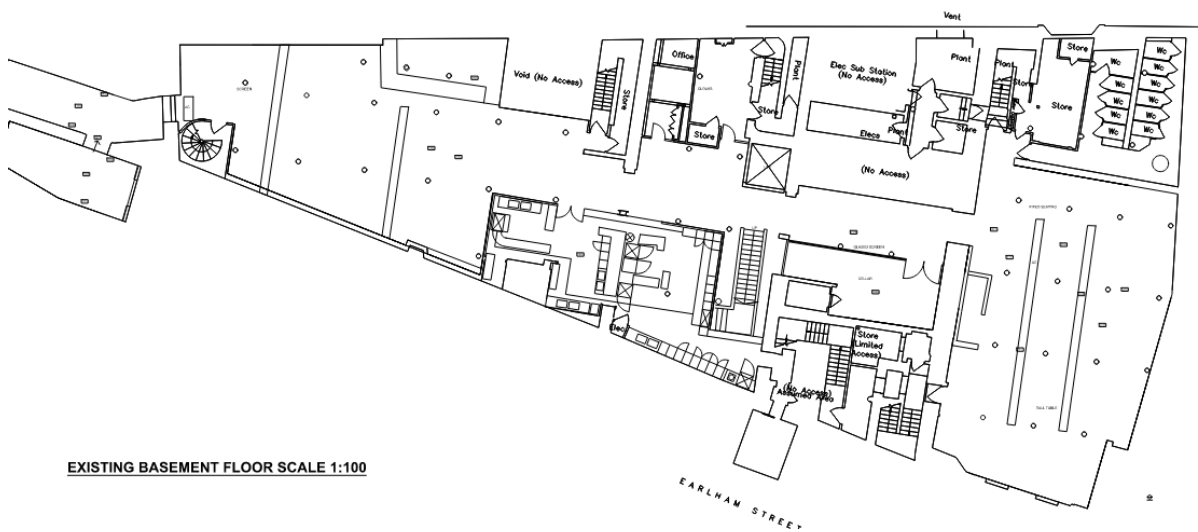


Image 5. Existing basement

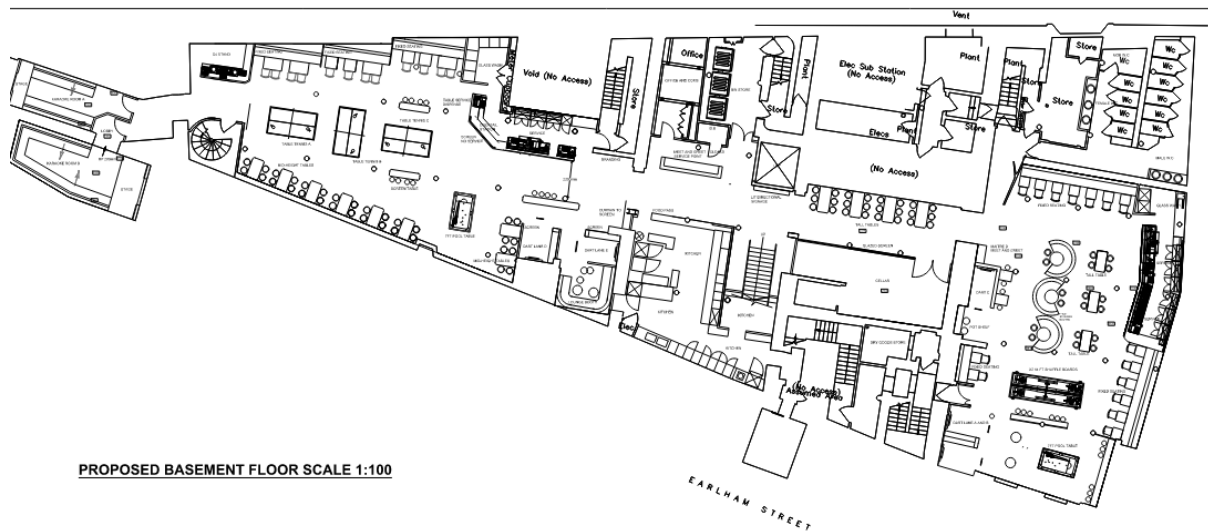


Image 6. Proposed basement



Image 7. Existing Earlam Street Elevation.



Image 8. Proposed Earlham Street Elevation.



Image 9. Existing Shelton Street Elevation



Image 10. Proposed Shelton Street Elevation.

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	02/09/2024
		N/A / attached	Consultation Expiry Date:	08/07/2024
Officer			Application Number(s)	
Obote Hope			2024/2820/A	
Application Address			Drawing Numbers	
50 Earlham Street London WC2H 9LA			See draft decision notices	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of an externally illuminated hanging sign and internally illuminated menu board.				
Recommendation(s):	Grant conditional advertisement consent			
Application Type:	Advertisement Consent			

	Refer to Draft Decision Notice			
Consultations				
Adjoining Occupiers:	No. of responses	01	No. of objections	01
Summary of consultation responses:	Site notices were displayed on the 19/07/2024 and expired on 12/08/2024. A press notice was displayed from the 25/07/2024 to the 18/08/2024.			
Seven Dials Trust comments:	The Seven Dial Trust object on the following grounds: <div>1. The internally illuminated blade style projecting sign shown in drawing BB_CG_1020_08, the sign should be designed as an externally illuminated hanging sign;</div> <div>2. the internally illuminated menu board shown in drawing BB_CG_1020_10 should be externally illuminated instead</div> <i>Officer response: Please see section 2 of the report below.</i>			

Site Description

The host building forms part of a complex of grade II listed buildings falling under the former brewery. Its significance includes its architectural design and materials, planform, evidential value as part of a C19th brewing complex and its townscape value including its positive contribution to the character and appearance of the Seven Dials Conservation Area. The site falls within the Seven Dials (Covent Garden) Conservation Area. The street has a historic atmosphere and features original paving materials plus Victorian gas lantern style streetlights and Seven Dials bollards.

The unit has been in Class E use. The building is a substantial former brewery dating to the mid-19th century.

The listing description is as follows:

Former Brewery Building. 27-33 Shelton Street and 42-54 Earlham Street. Mid-19th century, designer unknown. Yellow stock brick with granite dressings; roof not visible. Occupying a narrow wedge-shaped site, narrowing to the east, this former brewery building comprises a five-storey structure with a granite plinth, a granite impost band, a brick cornice and parapet. EXTERIOR: the narrow three-window wide east front has a large central opening with a pedimented door surround, retaining a gas lamp bracket to the centre. The longer side elevations have a mixture of window openings, generally with sash windows, some of which have been enlarged in recent times, but which retain their brick arches. The south elevation retains a loading bay with a crane hoist. Large granite-lined door surrounds are found on each side elevation too, as well as smaller openings. INTERIOR: inspected in part; the basement, currently the Belgo Restaurant, retains its cast iron columns, jack-arched roof and barrel-vaulted cellars to the east, with a stone-paved floor. Other cast iron columns remain in situ within the retail space at upper levels.

Relevant History

50 Earlham Street

2024/2858/L – Listed building consent for internal and external alterations including the replacement of the existing shopfront, installation of a new timber door, painting of architrave surround, formation of new steps from the arch on Shelton Street, covering of the existing void, removal of kitchen enclosure/stud walls to create an open plan floor, installation of a stud wall and door within basement vaults, new opening within stud work wall, installation of a new fire lobby, installation of new fire door and refurbishment of the existing lift. Currently undecided.

2024/2819/P – Planning permission for the change of use of the premises from Class E (commercial) use to a sui generis use as a competitive socializing bar/restaurant venue and/or for Class E use and alteration to the shopfronts on both the Earlham Street and Shelton Street frontage. Currently undecided.

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

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

PSX0004440 – Planning permission for Installation of low level air intake duct for a temporary period in association with removal of existing unauthorised high level duct on western elevation in courtyard. **Granted 09/10/2001.**

50A Earlham Street

2023/2185/P – Planning permission for the change of use from Pet Accessories Shop (Class E) to dessert takeaway (Sui Generis). External facade alterations to windows, doors and new order point, internal fit out including new water, electrical and mechanical systems. **Granted 15/01/2024**

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

2004/4997/L - Works associated with 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**.

Other Relevant sites

41 Earlham Street

2017/4620/A – Advertisement consent was granted for the display of an internally illuminated (halo-lit lettering only) fascia sign and 2 internally illuminated (back-lit LED) menu cases (retrospective). **Granted 31/08/2017**.

42 Kingsway

2023/2025/A – Advertisement consent for the display of externally illuminated (spot-lit) projecting sign and internally illuminated menu display board. **Granted 30/11/2023**.

2023/2661/L – Listed Building consent for the installation of externally illuminated (spot-lit) projecting sign and internally illuminated menu display board, including replacement plain canvas fabric to existing retractable awning. **Granted 30/11/2023**.

Great Northern Hotel Pancras Road

2021/3782/A – Advertisement consent for the relocation of existing restaurant sign and hotel sign; display of 1x internally illuminated menu board and 1x non-illuminated sign. **Granted 23/02/2022**.

Relevant policies

National Planning Policy Framework 2023

The London Plan 2021

Camden Local Plan 2017

- Policy A1 Managing the impact of development
- Policy D1 Design
- Policy D2 Heritage
- Policy D3 Shopfronts
- Policy D4 Adverts

Camden Planning Guidance

- CPG Amenity 2021
- CPG Design 2021
- CPG 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).

1. The proposal

- 1.1. Advertisement consent is sought for the display of an externally illuminated hanging sign and internally illuminated menu board.
- 1.2. 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.

Planning considerations

- 1.3. The key considerations material to the determination of this application are as follows:

- Design and heritage
- Impact on amenity

Design and Heritage

- 2.0. The application building is Grade II listed and the Council has a statutory duty to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses, in accordance with Sections 16 and 66 of The Planning (Listed Buildings and Conservation Areas Act) 1990 (as amended).
- 2.1. The application site is located within the Seven Dials Conservation Area, wherein the Council has a statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of that area, in accordance with Section 72 of The Planning (Listed Buildings and Conservation Areas Act) 1990 (as amended).
- 2.2. Policy D1 of the Local Plan seeks to secure high quality design in development and Policy D2 notes 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.
- 2.3. Local Plan Policy D4 (Advertisements) affirms 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." Further, Camden Planning Guidance (CPG1 – Design) advises that any illumination should be sympathetic to the design of the building in which it is located.
- 2.4. The Seven Dials (Covent Garden) Conservation Area Statement (adopted in 1998) supports this when stating that its designation as a conservation area provides the basis for policies designed to "preserve or enhance the special interest of such an area." More specifically that shopfront alterations "will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages."
- 2.5. CPG Adverts states that adverts in conservation areas require detailed consideration given the sensitivity and nature of the area and must not harm the character and appearance or obscure or damage specific architectural features or buildings.

Advertisement

- 3.1 Advertisement consent is sought for the display of an externally illuminated hanging sign and internally illuminated menu board and following officer advice, the plans were revised to omit the internally illuminated signage which would be externally illuminated and omitted the internally illuminated signage located under the arches of the Earlham Street façade.
- 3.2 The frontage has previously included small scale projecting signs or hanging signs which are characteristic of Neal Street and the proposed signage as revised are considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels and they are considered appropriate in terms of their size and location which is not on a highly prominent location on a Grade II listed building. Moreover, the number of signs as revised are considered the maximum in this sensitive location. The signs would therefore preserve the listed building, the street scene and wider character of the Seven Dials (Covent Garden) Conservation Area.
- 3.3 The proposed menu board will be internally illuminated, this would be of a similar design to the menu board at 41 Earlham Street granted in 2017 (2017/4620/A) and as listed above in the “Relevant history” section there have been recent approval for the approval of internally illuminated menu boards pertaining to Listed buildings. Whilst the proposed menu board would be internally illuminated this would be via a LED strip light and the proposal is considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would preserve the character and appearance of the listed building, streetscene and wider Seven Dials (Covent Garden) Conservation Area, and are acceptable.
- 3.4 Overall, in design terms the proposal is therefore considered to be visually appropriate and would preserve the special architectural and historic interest of the listed building and would not harm the character and appearance of the Seven Dials (Covent Garden) Conservation Area. The proposal is considered to be in accordance with Council policies and guidelines, and to be acceptable.
- 3.5 Subject to the recommended conditions, it is considered that the proposed signs would not cause a detrimental impact upon the character and appearance of the host property and would preserve the special character of the conservation area. 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.
- 3.6 Special attention has been paid to the desirability of preserving the listed building and its setting or any features of special architectural or historic interest which it possesses, and to preserving or enhancing the character or appearance of the conservation area, under and s. 66 and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

Impact on amenity

- 4.0. Policy A1 of the Local Plan seeks to protect the quality of life of occupiers and neighbours. The factors to consider include visual privacy and outlook; sunlight, daylight and overshadowing; artificial light levels; impacts of the construction phase; and noise and vibration. Policy A4 also seeks to ensure that noise and vibration is controlled and managed. This is supported by the CPG Amenity.
- 4.1. Overall, due to the nature and scale of the proposed works, it is not considered that undue harm would be caused to the residential amenities of neighbouring properties, and for this reason the proposal is in accordance with Local Plan Policies A1 and A4 and the Amenity CPG.

4.2. Overall, therefore, the proposed signs would not be harmful in visual amenity terms within the street scene by virtue of their size, design, colour, material, location, methods of illumination and luminance level and they would preserve the character and appearance of the Seven Dials (Covent Garden) Conservation Area and in general accordance with Camden Local Plan Policy D4 (Advertisements) and related Camden Planning Guidance.

Public Safety

4.3. Policy A1 (Managing the impact of development) requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter as well as addressing the needs of vulnerable users.

4.4. Local Plan Policy D4 (Advertisements), supported by CPG (Advertisements), confirms that advertisements should not become unduly dominant in the street scene, cause light pollution or public safety hazards to pedestrians and drivers.

Transport

5.0. Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.

5.1. The size, angle and direction of the proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic given that the location of the signs is not close to any busy pedestrian crossings or traffic signal controlled junctions, and as such, would unlikely introduce any undue distraction or hazard in public safety terms.

Recommendation:

Grant conditional 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 23rd December 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: 2024/2820/A
Contact: Obote Hope
Tel: 020 7974 2555
Email: Obote.Hope@camden.gov.uk
Date: 17 December 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

Monmouth Planning Ltd
38A
Monmouth Street
LONDON
WC2H 9EP

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
50 Earlham Street
London
WC2H 9LJ

DECISION

Proposal:

Display of an externally illuminated hanging sign and internally illuminated menu board.

Drawing Nos: BB_CG_1020_01; BB_CG_1020_03; BB_CG_1020_04; BB_CG_1020_05;
BB_CG_1020_07; BB_CG_1020_08 REVA; BB_CG_1020_06 REVA; Site Location Plan
and Planning, Design and Heritage Statement REV1 dated October 2024.

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

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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