

RL/P6360
18 July 2016

London Borough of Camden
Development Management,
2nd Floor, 5 Pancras Square
c/o Town Hall,
Judd Street
London
WC1H 9JE

Dear Sirs

1 Fielding Court, 28 Earlham Street, London, WC2H
Application for Advertisement Consent for the display of x2 illuminated hanging signs at first floor level

Planning Portal Ref. PP-05322759

On behalf of our client, Shaftesbury Covent Garden Limited, we write in support of an application for the installation of two hanging signs to 1 Fielding Court, located to the rear of the building with access from Tower Court. The requisite application fee cheque of £110.00 has been paid online via the Planning Portal, along with the following information:

- Site Location Plan
- Existing and Proposed Drawings (prepared by F&T)
- CIL Form

Site Location and Description

The application site is known as 1 Fielding Court at 28 Earlham Street, however the unit is located to the rear of the building with direct access from the pedestrian walkway known as Tower Court. The application site forms part of a large 1990's redevelopment scheme housing retail and commercial uses at ground floor fronting both Monmouth Street and Earlham Street and residential accommodation on the remaining upper floors.

The unit was a former residential flat, however in May 2016 planning permission (ref. 2015/1534/P) was granted for its conversion to an office unit (Class B1). The new unit is to house the Seven Dials Management and Security office which is presently located in Thomas Neal's Centre.

The premises is not listed, however is located within the Covent Garden (Seven Dials) Conservation Area.

Architecture Planning Interiors

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Development Proposal

The applicant seeks the provision of two illuminated hanging signs to be affixed to the building at first floor level. The new signage will relate specifically to the business premises and use by the Seven Dials Security and Management Team. As the building is situated on the corner with two separate viewing corridors from Earlham Street to the north-west and Monmouth Street to the east, the applicant seeks two separate signs to ensure visibility for visitors; local tenants and residents.

Each sign will be identical and positioned carefully at first floor level, approximately 3m from ground floor. Each sign shall be bolted to the wall using a black steel tri-plate and projecting steel tube approximately 650mm from the façade. The sign, measuring 600 x 450 mm, will be constructed from aluminium with a white finish and vinyl graphic letters or logo which will be finalised by the incoming security team.

Each sign will be externally illuminated using 15-watt / 5050 SMD LED tape. The LED strips will project down onto the sign to avoid light pollution and potential spread to nearby windows.

Please refer to the submitted existing and proposed drawings for full details and specifications.

Planning Policy Considerations

The proposed signage has taken careful consideration of Camden's adopted planning guidance CPG 1 – Design which outlines the requirements for all new signage applications. It is considered that the proposal is supportive of this guidance and compliant with its overall design objectives.

The proposal complements the host building and the surrounding character of Covent Garden (Seven Dials) Conservation Area by providing a clean and contemporary signage fixture which is reflective of the buildings age and character. Previous historic signage designs (which the applicant has previously got consent across Seven Dials) were considered inappropriate given the relative age of the premises.

The proposed design, simple in nature, is considered to respect the form, fabric, design and scale of the host building and its setting. Detailed consideration has been given to the sensitivity and historic nature of the surrounding area and buildings. The proposed advertisements are not located near a listed building but are within the Covent Garden Conservation Area. The proposals careful design and location is considered to preserve the existing character and appearance of the building and the surrounding conservation area. The proposal would therefore be supportive of local policy DP25 - Conserving Camden's Heritage.

The provision of two signs on both elevations will serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. The proposal has been positioned at an acceptable height of 3m, this being below first floor level, and would not impact upon public safety or passing pedestrians. The proposal would therefore be supportive of local policy DP24 - Securing High Quality Design.

Summary and Conclusion

The proposed signage application has been carefully design to meet the needs of the future occupants of the building while respecting the character of the existing building and surrounding

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conservation area. The proposed signage will comply with local guidance fore signage as per CPG 1 – Design and will ensure the protection of local residential amenity and passing pedestrians.

We trust that the enclosed information is sufficient for you to validate our client's planning application and we look forward to a swift and positive outcome. Should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully

Rupert Litherland

For and on behalf of
Rolfe Judd Planning Limited