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London Borough of Camden  
Planning Department  
2<sup>nd</sup> Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

9<sup>th</sup> June 2017

Dear Sir/Madam,

## **SEVEN DIALS WAREHOUSE, WC2H 9LA – APPLICATION FOR ADVERTISEMENT CONSENT**

### **PP-06136672**

On behalf of our client, PEC Neale ('the Applicant'), please find enclosed an application to display three advertisement signs at Seven Dials Warehouse. The signs are to be located on the external façade of the building at 42 and 44 Earlham Street and above the entrance of the Seven Dials Club.

The following documents are submitted in support of the application:

- Completed planning application form and covering letter prepared by CBRE;
- Site Location Plan prepared by Gpad;
- Block Plan prepared by Gpad;
- Drawing no. 527S-AS.01 – Proposed Earlham Street External Illuminated Signage prepared by Gpad;
- Drawing no. 527S-AS.02 – Proposed Illuminated Signage Artwork prepared by Gpad;
- Drawing no. 527S-AS.03 – Proposed Projecting Signage Details prepared by Gpad;
- Drawing no. A2/211000-03 – Projecting Signage Fabrication Details prepared by John Anthony Signs; and
- Photograph of existing signage to be removed.

This application documentation is submitted online via the planning portal (ref: PP-06136672). The application fee of £110 will be paid over the phone once the application is submitted.

The above documents and drawings set out full details of the three advertisements for which consent is being applied for. A separate listed building consent application for the proposed signage has also been submitted in tandem via the Planning Portal (PP-06136672) given that the site is Grade II Listed.

As part of the planning and listed building consent granted last year for refurbishment of the building, a Historic Building Report prepared by Donald Insall Associates and a Design and Access Statement prepared by Gpad were submitted. These have not been re-submitted as part of this application but can be referred to for information.

## **Background**

Seven Dials Warehouse comprises a five storey building with retail and restaurant use at ground floor level and office floorspace above. The office space includes an existing community use comprising the 'Covent Garden Community Centre' also known as the 'Seven Dials Club'.

Planning and listed building consent (ref: 2016/5939/P and ref: 2016/5972/L) was granted on 1 November 2016 for creation of a terrace at roof level, replacement of rooftop plant, alterations to ground floor façade and fenestration as well as internal alterations and refurbishment. The objective of the consented proposals is to achieve a comprehensive and sympathetic refurbishment of Seven Dials Warehouse, protecting and restoring the historic character whilst ensuring the building remains attractive to modern office occupiers.

As part of these applications, drawing no. 527-GA.08 – 'Proposed Earlam Street Elevation' was submitted and is subsequently listed as an approved document. This drawing illustrates two metal framed, projecting internally illuminated signs installed as part of the external elevation, with a note stating details will be submitted as part of a separate advertisement application. For reference, an advertisement application relating to these two signs was not submitted for consideration.

Following the determination of the planning and listed building consent applications, a subsequent s.73 application (ref: 2017/1723/P) and listed building consent application (ref: 2017/1701/L) were submitted on the 4 April 2017 and are yet to be determined. These applications are for minor alterations to the approved scheme, predominantly relating to the roof level plant.

## **Proposals**

This application seeks advertisement consent for the installation of three projecting signs at 42 and 44 Earlam Street and above the entrance of the Seven Dials Club (drawing no. A2/211000-03 shows the location of these signs). The principle of signs at 42 Earlam Street and Seven Dials Club was approved as part of the previous planning and listed building consent applications, with this application now proposing the addition of one more sign at 44 Earlam Street.

There are also two existing signs at the Seven Dials Club entrance which will be removed as part of the proposals, to be replaced with a single projecting sign.

As shown on drawing no. 527S-AS.02, the appearance and design of each of the signs is consistent, with the same materials and distinctive black and white colour palette used to create a recognisable and distinctive trio of signs. Each sign comprises text which helps to delineate the entrance point for the relevant part of the building. The signs are proposed to be internally illuminated (static) with 800 lumen LED module.

## **Planning Policy Context**

As this is an application for advertisement consent, under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 the local planning authority should have regard to the

interests of amenity and public safety, taking into account (a) the provisions of the development plan, so far as they are material; and (b) and other relevant factors.

The Development Plan comprises the London Plan (2016), Camden's Core Strategy (2010) and Camden's Development Policies (2010). Camden are also due to adopt their new Local Plan on the 26<sup>th</sup> June and as such this is a material consideration. Camden's Planning Guidance on Design (CPG 1) is also a material consideration and has a section which offers advice on advertisements which has been considered for this application.

As identified by the Council's adopted Proposals Map (2010) the site is subject to the following planning policy designations:

- Seven Dials (Covent Garden) Conservation Area
- Archaeological Priority Area
- Central London Area

As stated previously, the building is Grade II Listed, with several other listed buildings within the immediate area.

There is no adopted policy that directly relates to advertisements; however Core Strategy Policy CS14 and Development Plan Policies DP24 and DP25 are relevant.

Policy CS14 requires development to be of the highest standard of design that respects local context and character whilst preserving and enhancing Camden's rich and diverse heritage assets and their settings. Policy DP24 further reinforces the high quality design standards that are expected for all proposals, with a requirement to provide visually interesting frontages at street level. With regards to listed buildings, Policy DP25 will only grant consent for alterations to a listed building where it considers this would not cause harm to the special character interest of the building. Policy text further states that within conservation areas development will only be permitted which preserves and enhances the character and appearance of the area.

Emerging policy D4 states that Camden will support advertisements that preserve the character and amenity of the area and preserve or enhance heritage assets and conservation areas. Advertisements which contribute to the unsightly proliferation of signage in the area or street clutter in the public realm will be refused.

As annotated on drawing no. 527S-AS.01, the signage materials will consist of a metal frame fixed to the brick using anchor bolts, which will be finished with a powder coated in graphite black and opal acrylic panels to both sides. The background comprises a solid black external grade vinyl film, finished in graphite black. Only the lettering will be illuminated, with the illumination being static to protect the amenity of residents and the setting of the conservation area as required by emerging Policy D4.

The three signs proposed have been carefully designed to take account of relevant policy requirements and accord with guidance provided in CPG1 which states that all advertisements should respect the form, fabric, design and scale of the host building and setting. As is clear from the documents submitted, the design of the signage proposed is of the highest standard and complements the historic character and appearance of the building. The scale of the signage proposed has also been carefully chosen to ensure it respects the setting of the listed building and the conservation area in accordance with Policy

DP25. The removal and replacement of two signs at the Seven Dials Club entrance with one sign will also be positive in that it will reduce visual clutter of the public realm in line with emerging Policy DP4.

We consider that the signage proposals will enhance the appearance of the site, replacing two tired existing signs and improving the legibility of the site for visitors whilst preserving the character and appearance of the listed building and the conservation area.

We trust you have all the necessary information to progress this application but if you have any queries please don't hesitate to contact Kate Goldie (020 7182 3285).

Yours sincerely

**KATE GOLDIE**  
**ASSISTANT PLANNER**