

Application ref: 2019/3775/A  
Contact: Ben Farrant  
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**Development Management**  
Regeneration and Planning  
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Mohns & Sanders  
Unit G West  
1 - 3 Coate Street  
London  
E2 9AG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**21-23 Earlham Street**  
**London**  
**WC2H 9LL**

Proposal: Display of 3 x externally illuminated fascia signs to existing fascia and 2 x externally illuminated projecting signs.

Drawing Nos: 1901-01-100-A & 1901-01-115

The Council has considered your application and decided to grant consent subject to the following conditions:

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 consent:

The application site is an existing ground floor commercial unit (Use Class A1) on the corner of Earham Street and Mercer Street, facing directly onto Seven Dials. The site is within the Seven Dials Conservation Area, though it is not a positive contributor, nor is it noted as a shopfront of merit.

The Seven Dials Conservation Area Statement (1998) requires advertisements to respect the proportions of the shop frontage, with signage being either non-illuminated or appropriately externally illuminated. CPG Advertisements (2018) similarly requires special consideration for conservation areas, including the use of traditional materials and appropriate external illumination where appropriate.

Proposed is the replacement of existing 3 x fascia and 2 x projecting box signs (approved under application ref: 2017/5143/A dated 20/10/2017, and 2016/6257/P dated 30/12/2016).

The plans have been amended since the original submission, and now propose painted aluminium individual letters rather than Perspex. Given the character and appearance of the property and existing signage, this is considered to be an appropriate material choice and would have a neutral impact on the character and appearance of the conservation area.

The proposed signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building. The signage would not be unduly dominant in the street scene, and is considered particularly

appropriate given the surrounding context of the area. Covent Garden Community Association have queried the direction of the illumination. The existing situation has non-illuminated signage however the proposed trough lighting would be limited in length and downward facing to light the lettering below. The level of static illumination is considered acceptable at 500cd/m2.

Considerable importance and weight has been attached to the harm and 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.

It is considered that the proposed signage would not cause undue harm to the neighbouring amenities nor would it be hazardous to vehicular or pedestrian traffic, and therefore raises no public safety concerns.

No objections were received to the application. The site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan (2017). The proposed development also accords with CPG Advertisements (2018), the London Plan (2016) and National Planning Policy Framework (2019).

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 2019.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

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

Daniel Pope  
Chief Planning Officer