

Application ref: 2021/2042/A  
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**Development Management**  
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CBRE  
HENRIETTA HOUSE  
HENRIETTA PLACE  
LONDON  
-  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Seven Dials Warehouse**  
**42-54 Earlham Street**  
**London**  
**WC2H 9LJ**

Proposal:

Display of 4 posters and replacement of banner signage on the Shelton Street elevation and display of 8 posters and replacement of banner signage on the Earlham Street elevation for a temporary period until 31st May 2022 in association with the temporary gallery use (Class F1) at no. 50 Earlham Street

Drawing Nos: Site location plan; Existing Earlham Street elevation; Existing Shelton Street elevation; Existing Earlham Street elevation; Proposed Earlham Street elevation.

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.

- 6 This consent is granted for a limited period until 31st May 2022.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy D4 of the Camden Local Plan 2017.

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



Daniel Pope  
Chief Planning Officer