

Application ref: 2023/1203/L
Contact: Jessica McDonnell-Buwalda
Tel: 020 7974 3844
Email: Jessica.McDonnell-Buwalda@camden.gov.uk
Date: 21 June 2023

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/planning

Brown
Room 404-405
60 Charles Street
Leicester
LE1 1FB
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
3 Percy Street
London
Camden
W1T 1DE

Proposal:

Retrospective works for the addition of a projecting sign and repainting of the ground floor shopfront, and addition of new fascia lettering.

Drawing Nos: Poke House Design Access Statement Percy Street, Existing and Proposed_3 Percy Street_1449P1REVC

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 The application building at 3 Percy Street is one in a row of three terrace houses with later shops (1, 2, and 3, Percy Street) that are Listed as Grade II on the National Heritage List for England (No. 1113258). It is also located in the Charlotte Street Conservation Area. The terrace were constructed c.1764-1770 by W. Franks and W. Reeves with rusticated stucco ground floors. The shopfront at No. 3 has since been altered with the addition of contemporary glazed units. In 2016 (2016/2569, 2016/2630/L, 2016/2567/A) and 2022 (2022/2608/A) consent was granted for the new signage and repainting. A site visit was conducted on 4 April 2023.

The application relates to retrospective works to the ground floor shop front, where it has been repainted and a projecting sign added without approval. It is also proposed to add new fascia lettering.

The projecting sign has the same dimensions and form as the previous round hanging sign, and the new fascia lettering will not obscure or damage existing architectural features. Signage will not clutter the façade. The pink colour palette, while not traditional, will pose the same effects as the previously approved blue colour of the shopfront. The full width of the ground floor has been painted pink, but this will be remediated with the surrounding rusticated stucco repainted white, which will minimise the prominence of the pink colour, and enhance its group relationship with No. 2.

It is therefore considered that the proposed signage and remediated colour scheme would preserve the special architectural interest and significance of the Listed Building and the character and appearance of the Charlotte Street Conservation Area.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses.

- 2 The site's planning history has been taken into account when making this decision

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 3 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

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 2021.

You can find advice about 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 rectangular background.

Daniel Pope
Chief Planning Officer