

Application ref: 2023/4605/L
Contact: Jennifer Walsh
Tel: 020 7974 3500
Email: Jennifer.Walsh@camden.gov.uk
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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

Horace Marc Briant-terlet
10 rue du mail
Paris
75002
France

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
29 Neal Street
London
Camden
WC2H 9PR

Proposal:

Painting of the shopfront in Blue RAL 5013 and Erection of non illuminated logo fascia and non illuminated hanging sign to shop front

Drawing Nos: Site Location Plan; Existing Frontage Rev B; Projected Frontage Rev B; Letter by Letter sign Rev B; Flag Sign Rev B all dated 28.08.2023;

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: Site Location Plan; Existing Frontage Rev B;

Projected Frontage Rev B; Letter by Letter sign Rev B; Flag Sign Rev B all dated 28.08.2023;

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 Reasons for granting consent:

The application seeks permission for a small non illuminated letter by letter white logo at fascia level and a non illuminated projecting hanging sign which is to use the existing bracket. The shopfront is to be painted in Blue RAL 5013.

The building is a listed building and forms part of a wider terrace. These buildings are each individually listed but share common characteristics, being eighteenth century townhouses with shopfronts on the ground floor. Collectively they create an informal group on this side of Neal Street, sharing similar characteristics such as facing materials, fenestration patterns and proportions.

The character and appearance of this part of the conservation is derived from the distinct layout around the Seven Dials which dates from the seventeenth century. Development was in the form of domestic terraced buildings, most of which have been re-fronted or replaced in the eighteenth or nineteenth century. The shopfront is noted in the conservation area statement as being of interest to the area.

The signage consists of individual letters mounted to the fascia and hanging a projecting sign from an existing bracket. The size and position of both respect the features of the shopfront. The signs will not be illuminated, are reversible and given their size and position, are acceptable. The signage would not obscure or damage any architectural features, nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

The applicants have confirmed that no internal works are proposed to the shop unit.

The proposed shade of blue (which is actually darker in appearance than shown on the plans) is acceptable. A dark blue is a common colour on shopfronts on this style of building and fits in with the overall variety of muted

colours found on the shopfronts on the west side of Neal Street.
Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended.

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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended. The site's planning and appeals history has been taken into account when coming to this decision. The CAAC have responded to the consultation with no comments.

As such, the proposal is in general accordance with policy D1, D2, D3 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 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