

Application ref: 2023/5383/L
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Date: 21 February 2024

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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**11-13 Shelton Street
London
WC2H 9JN**

Proposal:

Painting of the timber shopfront and display of one non illuminated fascia sign and one non illuminated hanging sign (Part Retrospective).

Drawing Nos: Site Location Plan; A01; A02; Photograph Schedule (x 2 pages);
Covering Letter (x 4 pages) dated 12th December 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 development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan; A01; A02; Photograph Schedule (x 2 pages); Covering Letter (x 4 pages) dated 12th December 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.

- 2 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 listed building consent.

11-13 Shelton Street is a grade II Listed Building and its shopfront is considered to be a shopfront of merit in the Seven Dials Estate Conservation Area Statement.

The proposal involves the relocation of the existing fascia lettering from the current property at 55 Monmouth Street. This appears to be retrospective. The lettering has been affixed to the fascia. The proposed hanging sign with the same design as the existing sign at 55 Monmouth Street also appears acceptable. It would have different dimensions in order to retain the existing bracket at 11-13 Shelton Street.

The shopfront has already been painted in black and the works are therefore retrospective. Officers would have preferred there to be some differentiation between this shopfront and the neighbouring one (Ching Court entrance). However, the black painting is largely in keeping with the character of Seven Dials and is therefore considered to be acceptable.

The proposal would not obscure any significant architectural features or otherwise visually harm the special character or significance of the listed building. 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 2013.

The site's planning history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is centered on the page.

Daniel Pope
Chief Planning Officer