

Application ref: 2024/0693/L
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Development Management
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Mrs Kathryn Pimlott
68 Dean Street
London
W1D 4QJ
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
33 Neal Street
London
Camden
WC2H 9PR

Proposal:
Installation of a Seven Dials Trust People's Plaque commemorating Edward John Dent (1790-1835) on facade of 33 Neal Street at first floor level.

Drawing Nos: 33 Neal Street_DAS and Heritage Statement; 33 Neal Street_Existing Façade; 33 Neal Street_Proposed Sign Position

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:

33 Neal Street_DAS and Heritage Statement; 33 Neal Street_Existing Façade;
33 Neal Street_Proposed Sign Position

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 33 Neal Street is Grade II Listed on the National Heritage List for England (No. 1322095) and located in the Seven Dials (Covent Garden) Conservation Area. The three-storey with a basement terrace building was built in the early 18th century and restored in the early 19th century. It is constructed from yellow stock brick and has a ground floor timber shopfront that is noted to contribute to the character of the area and is of historic interest and townscape merit. There is an existing Seven Dials Trust People's Plaque on the front façade of the building commemorating its former use as the location of Ellen Keeley Co., manufacturers of the costermonger's barrow from 1900-1982.

The proposed works relate to the addition of an additional Seven Dials Trust People's Plaque externally at first-floor level on the façade of the building. The proposed plaque would commemorate Edward John Dent, a notable horologist and manufacturer of the Big Ben clock, who worked in the building 1814-1831. The inscription would read:

*Edward John Dent (1790-1853); noted clockmaker famous for 'Big Ben';
worked here 1814-1831*

The addition of a second plaque to the façade of the building would contribute to the cumulative clutter of signage. However, the plaque would be located to mirror the placement of the existing Ellen Keeley plaque at first floor level, not obscuring any decorative brickwork or architectural details. It would be of the same standard Seven Dials Trust's People's Plaques design in its scale (458x418mm), colours (blue background, white lettering, Seven Dials logo), and materiality (flat plate steel). Fixed with four dome-headed screws, nominal associated harm would be posed to the historic masonry fabric, and the nature of the fixing means the installation could be substantially reversible.

The proposed rationalising and relocation of existing cabling, alarm boxes and wiring is a heritage benefit that has also been considered to balance the incurred harm of additional signage.

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.
- 4 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 5 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 'DP', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer