

Application ref: 2024/1230/L
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
45 Grafton Way
London
W1T 5DQ

Proposal:
Works to shopfront including replacement of externally illuminated fascia sign, externally illuminated projecting sign, signage to glass partitions, and menu display box.

Drawing Nos:
CPU-2361-A-E-00-F6-00, CPU-2361-A-E-01-F6-01, CPU-2361-A-P-00-F5-00, CPU-2361-PD-00-REV-00, Design and access statement (26/03/2024).

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:

CPU-2361-A-E-00-F6-00, CPU-2361-A-E-01-F6-01, CPU-2361-A-P-00-F5-00, CPU-2361-PD-00-REV-00, Design and access statement (26/03/2024).

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

Informative(s):

- 1 The proposal includes the replacement of signs to the shopfront and includes the installation of a new externally illuminated fascia sign, replacement of an externally illuminated projecting sign, new signage on glass partitions, and a new menu display box. There are no internal alterations proposed.

Both the fascia and projecting signs replace the existing signage in the same location and size, and therefore are appropriately scaled in relation to the existing fascia and the prevailing character of signage in the area. The other works including replacing the signage on the glass partitions and the menu boards are also replacing signage where it has existed previously, and are therefore acceptable. The design of the signage is simple with painted timber and engraved text, and the introduction of a more traditional and historically appropriate style is more sympathetic to the host building, site, and surrounding area. The projecting sign will be externally illuminated, as will the fascia signage, the latter of which through swan neck lighting. This is supported in principle and provides more traditional lighting than that which existed at the site previously. Overall the design is considered acceptable and would preserve the character of the conservation area and listed building.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. Planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D2 of the London Borough of 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 2023.

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer