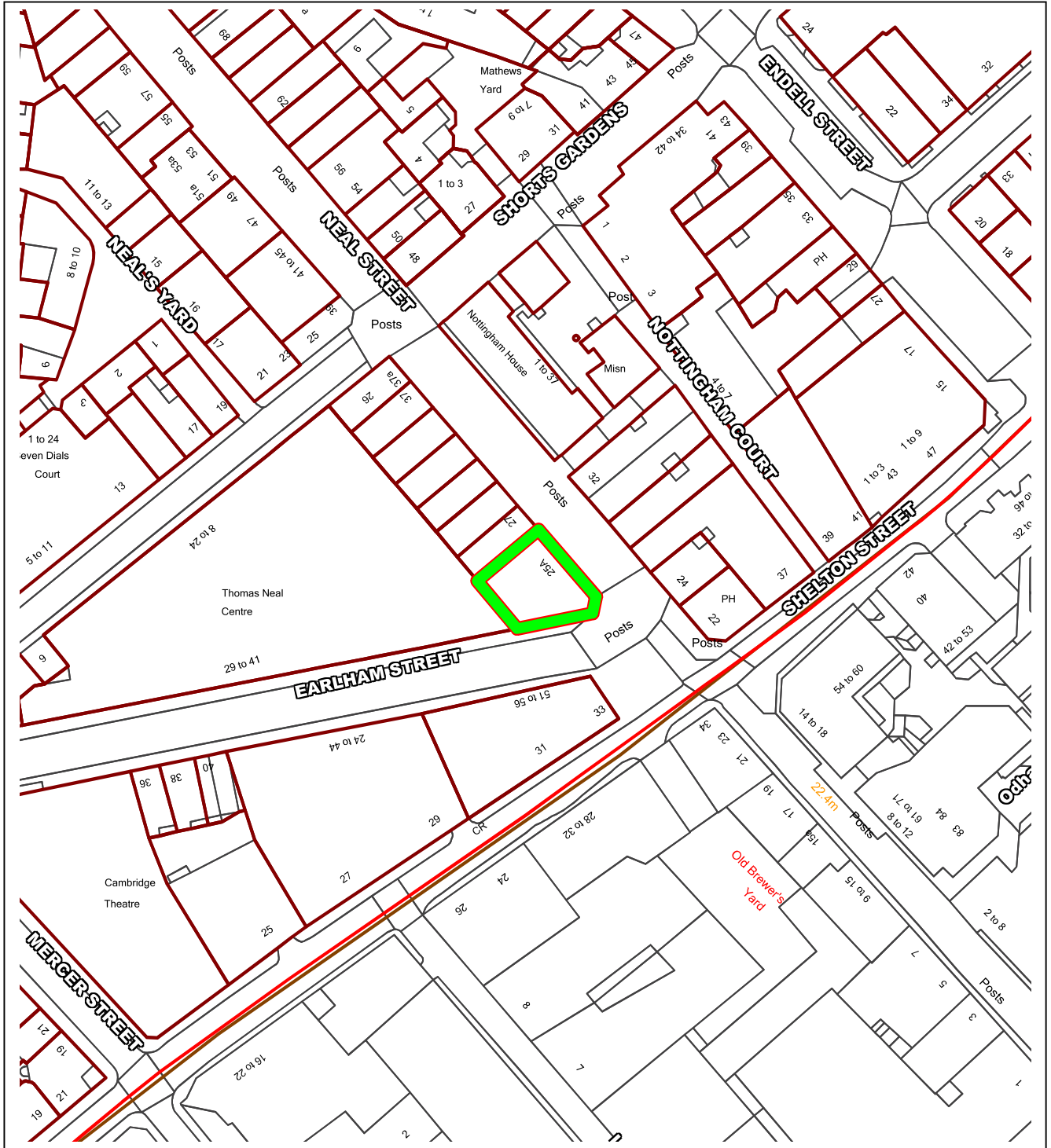


25 Neal Street – 2024/1827/A, 2024/1828/P & 2024/1867/L



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25 Neal Street – 2024/1827/A, 2024/1828/P & 2024/1867/A – Photos



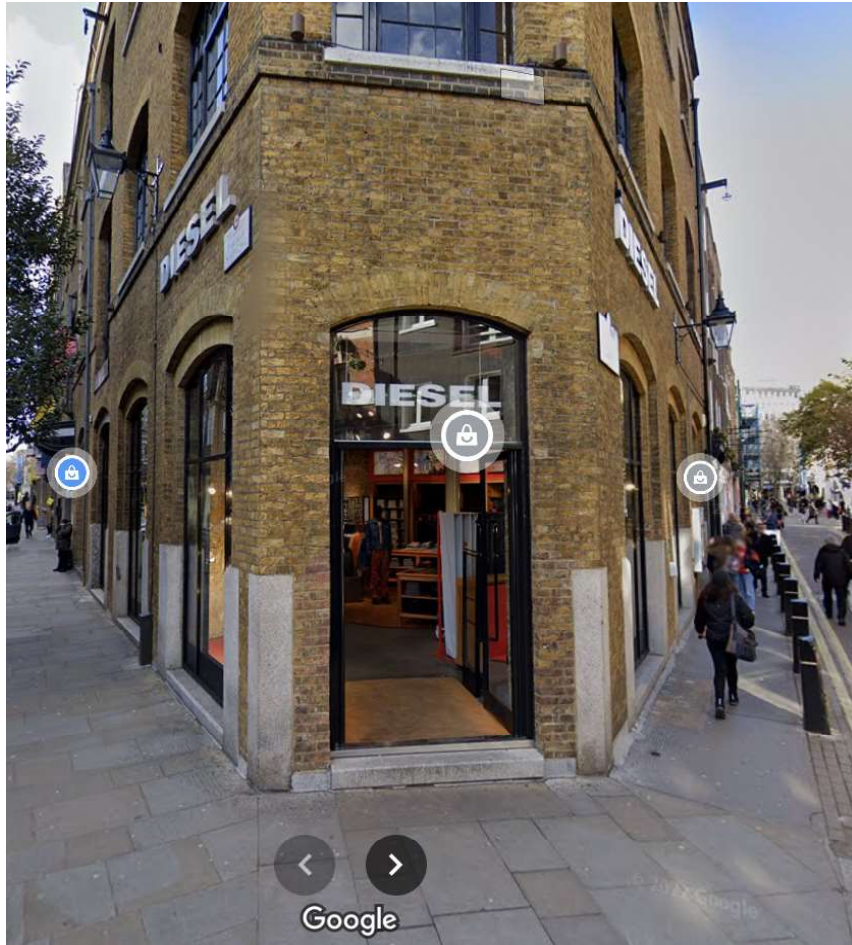
Existing building with existing signage



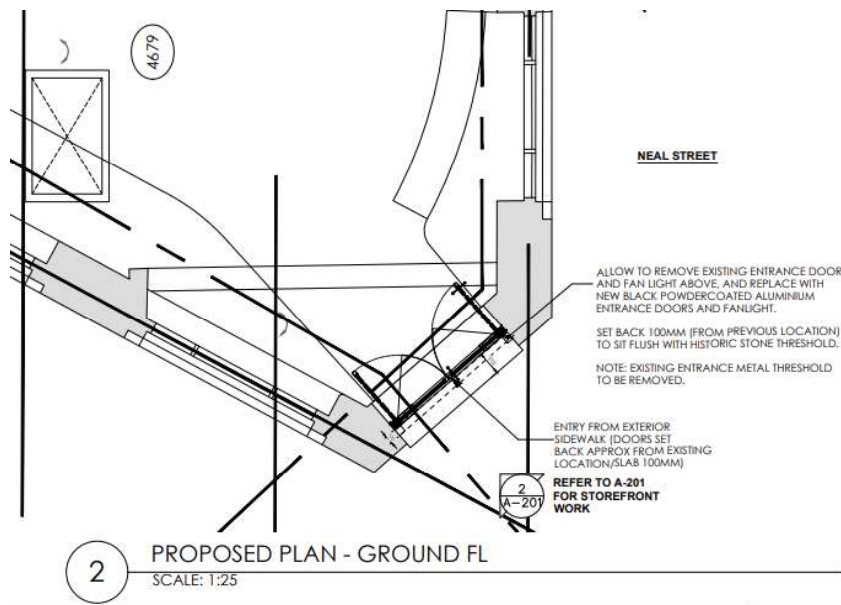
Existing building – Neal Street elevation



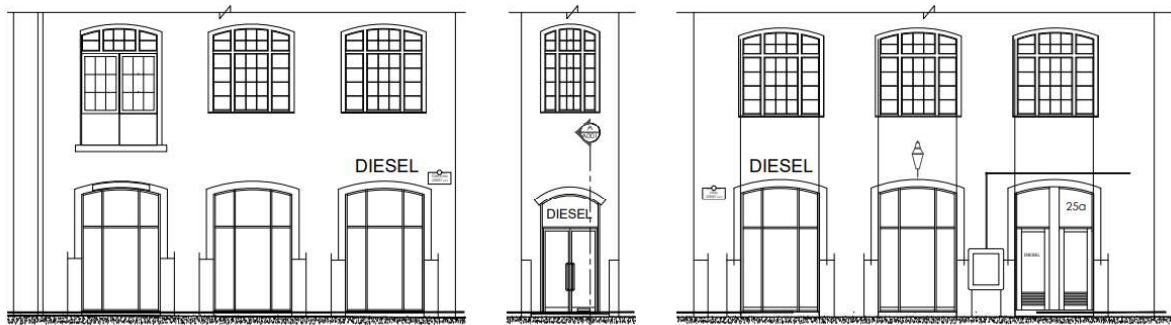
Multiple hanging banner signs on neighbouring buildings (Earlham Street)



The entrance door is to be replaced (and recessed) to facilitate an enlarged level entrance

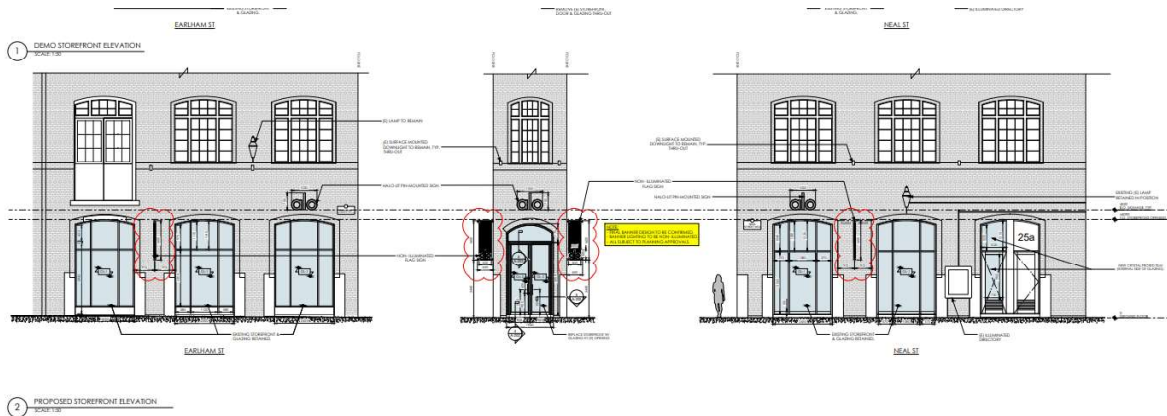


Proposed ground floor plan



Existing shop front elevations
1:50 @ A0

Existing elevations



The proposed signs and new entrance door would be similar to existing. They would be appropriately sited, designed and illuminated such that the architectural and historic merits of the Listed building would not be compromised



Visual of proposed signage (Neal Street; Neal Street / Earlham Street corner)

Delegated Report		Analysis sheet	Expiry Date:	24/10/2024
(Members Briefing)		N/A / attached	Consultation Expiry Date:	19/09/2024
Officer			Application Number(s)	
Adam Greenhalgh			2024/1827/A, 2024/1828/P & 2024/1867/L	
Application Address			Drawing Numbers	
25 Neal Street London Camden WC2H 9PR			<i>Refer to decision notice</i>	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
2024/1827/A - Installation of 3 no. halo lit fascia signs and 2 no. hanging banner signs				
2024/1867/L - Installation of 3 no. halo lit fascia signs and 2 no. hanging banner signs. Replacement glazing and new recessed entrance door and removal of metal threshold				
2024/1828/P - Replacement glazing and new recessed entrance door and removal of metal threshold				
Recommendation:	Grant conditional planning permission, Listed Building Consent and Advertisement Consent			
Application Type:	Full Planning Permission, Listed Building Consent and Advertisement Consent			

Conditions or Reasons for Refusal:	<i>Refer to Decision Notice</i>			
Informatives:				
Consultations				
Summary of consultation:	Listed Building and planning site notices were displayed 19/05/2024 (expiry 12/06/2024). Press advertisements (Listed building and planning) were published on 23/05/2024 (expiry 16/06/2024).			
Adjoining Occupiers:	No. of responses	2	No. of objections	2
Summary of consultation responses:	<p>A letter was received from the <u>Covent Garden Community Association</u>. The letter raises concern with the appearance of the banner signs and harm to the character and appearance of the Listed building and Conservation Area.</p> <p><i>Officer response: See 'Conservation & Design' below. The banner signs, due to their number, siting and design are similar to those on neighbouring buildings and not harmful to the character and appearance of the Listed building and Conservation Area</i></p> <p>A letter was received from the <u>Seven Dials Trust</u>. The letter raises concern over the materials for the replacement entrance door. The letter also raises concern with the size and appearance of the banner signs and the proposed illumination of the halo lit signs. The proposals are considered to cause harm to the character and appearance of the Listed building and Conservation Area</p> <p><i>Officer response: See 'Conservation & Design' below. The banner signs, due to their number, size, siting and design are similar to those on neighbouring buildings. The proposed halo-lit illumination would be modest and not intrusive. As such, there would be no harm to the character and appearance of the Listed building and/or Conservation Area</i></p>			

Site Description

Nos. 25 and 25a form part of a grade II listed block fronting Neal Street (nos. 25 and 25a), Earlham Street (nos. 29–43 odd) and Short's Gardens (nos. 8-26 even).

Built in 1882 as a warehouse for Combe Delafield and Company's Wood Yard Brewery, the elevation to Neal Street is of stock brick, rising through three storeys, comprising three bays with doubled reveals and segmental headed arched window openings at ground floor. The cills of the original ground floor window openings including that at the splay corner, have been dropped to floor level and the edges provided with grey granite jambs. The building is a building of special architectural and historic interest and of townscape value, contributing positively to the character, appearance and significance of the Seven Dials Conservation Area.

Relevant History

2010/0178/P and 2010/0194/L - Change of use and works of conversion of second floor to flexible uses for either Class A1 (Shop) or Class B1 (Office) or Class C3 (Residential) – granted (subject to a legal agreement) – 17/05/2010

LSX0204312 - Internal alterations to listed building comprising creation of a lobby and office enclosure on top floor – granted 14/05/2002

Relevant policies

National Planning Policy Framework (2023)

The London Plan (2021)

Camden Local Plan (2017)

- A1 Managing the impact of development
- D1 Design
- D2 Heritage
- D4 Shopfronts

Camden Planning Guidance:

- CPG – Design (2019)
- CPG – Amenity (2018)

Seven Dials Conservation Area Statement 1998

Assessment

1. The proposal

1.1. Advertisement consent and Listed Building Consent are sought for:

- the installation of three halo-lit pin mounted signs ('alo') to the ground floor commercial unit (one each on each of the Neal Street and Earlham Street elevations of the building and one on the Earlham Street/Neal Street entrance)
- the installation of two non-illuminated 500mm x 1.6m hanging flag signs (one each on the Earlham Street and Neal Street elevations, between two of the full height ground floor

windows)

1.2 Additionally Listed Building Consent and planning permission are sought for:

- Replacement glazing and new recessed entrance door and removal of metal threshold

2. Assessment

2.1. The principal considerations material to the determination of this application are as follows:

- Design and conservation
- Effects on amenity of residential occupiers
- Highway safety

3. Design and Conservation

3.1. The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy D1 'design' are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features. Policy D2 'Heritage' states that in order to maintain the character of Camden's conservation areas, the Council will not permit development within conservation area that fails to preserve or enhance the character and appearance of that conservation area.

3.2. SD19 of the Seven Dials Conservation Area Statement states: Shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level

3.3. The pin mounted halo lit fascia level signs would replace previous signs in terms of number and siting. They would be of a smaller size and they would be modestly lit such that the townscape and heritage value of the building would not be harmed. The illuminance would be limited to 400 candelas per sqm (by way of a condition). This is well below the levels advised by the Institute of Lighting Professionals for signage lighting in central locations (i.e. 1,000 candelas per sqm). The non-illuminated hanging banner signs would be similar in size (and fewer in number) than on Seven Dials Market (33 – 37 Earlham Street). The signs have been considered by the Council's Conservation Team. The Conservation Officer is of the view that, given the configuration of the unit (with elevations onto Neal Street and Earlham Street) and the number, size, siting, design and illumination of the signs, that the architectural integrity of the Listed building and the character and appearance of the Seven Dials Conservation Area will be preserved.

3.4. The replacement (recessed) glazed entrance door would be of the same materials and appearance as the existing door and there would be no harm to the architectural or historic merits of the Listed building. The proposal to recess the door would provide a public benefit in the shape of an enlarged level threshold.

3.5. 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

3.6. 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.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

4. Effects on Amenity of Residential Occupiers

- 4.1. Policy A1 'managing the impact of development' of the Local Plan 2017 seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered.
- 4.2. The proposed signs and replacement entrance door would not affect the visual amenity of any neighbouring occupiers.

5. Highway safety

- 5.1. The hanging banner signs would be at least 2.4m above pavement level and the signs mounted on the building would be modestly lit. As such, they would not obstruct users of the highway or result in undue distraction. The replacement, recessed door would provide an enlarged level entrance to the shop. There would be no loss of safety for members of the public.

Conclusion

- 5.2. The new signs on the building, the two hanging banner signs and the replacement (recessed) glazed entrance door would preserve the architectural and historic integrity of the Listed building, the character and appearance of the Conservation Area, the amenity of neighbouring occupiers and the safety of the highway.

6. RECOMMENDATION

- 6.1. Grant advertisement consent, Listed Building consent and planning permission subject to conditions

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday November 18th 2024, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'

Application ref: 2024/1827/A
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 8 November 2024

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

rpa:vision
51-53 Church Road
Ashford
TW15 2TY
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
25 Neal Street
London
Camden
WC2H 9PR

DECISION

Proposal:

Installation of 3 no. halo lit fascia signs and 2 no. hanging banner signs

Drawing Nos: 2008122 A-001 B, A-201 F, Design and Access Statement (14-05-2024), Halo lighting details - drawing 149777, Signage visual

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The illumination of the halo-lights must not exceed 400 candelas per sq/m.

Reason; In the interests of the amenity of neighbouring occupiers and the architectural and historic interest of the Listed building and the character and appearance of the Conservation Area, in accordance with policies A1, D1 and D2 of the Camden Local Plan 2017.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

DRAFT

DECISION

Application ref: 2024/1828/P
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 8 November 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
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Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

rpa:vision
51-53 Church Road
Ashford
TW15 2TY
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
25 Neal Street
London
Camden
WC2H 9PR

DECISION

Proposal:
Replacement glazing and new recessed entrance door and removal of metal threshold.

Drawing Nos: 2008122: A-001 B, E-001 L2, PL-101 L2, A-201 F, Design & Access Statement (14/05/2024)

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

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

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

2008122: A-001 B, E-001 L2, PL-101 L2, A-201 F, Design & Access Statement (14/05/2024)

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 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.
- 3 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.

- 4 Biodiversity Net Gain (BNG) Informative (1/2):

The effect of paragraph 13 of Schedule 7A to the Town and Country Planning Act 1990 ("1990 Act") is that planning permission granted in England is subject to the condition ("the biodiversity gain condition") that development may not begin unless: (a) a Biodiversity Gain Plan has been submitted to the planning authority, and (b) the planning authority has approved the plan.

The local planning authority (LPA) that would approve any Biodiversity Gain Plan (BGP) (if required) is London Borough of Camden.

There are statutory exemptions and transitional arrangements which mean that the biodiversity gain condition does not always apply. These are summarised below, but you should check the legislation yourself and ensure you meet the statutory requirements.

Based on the information provided, this will not require the approval of a BGP before development is begun because it is below the de minimis threshold (because it does not impact an onsite priority habitat AND impacts less than 25 square metres of onsite habitat with biodiversity value greater than zero and less than 5 metres in length of onsite linear habitat).

++ Summary of transitional arrangements and exemptions for biodiversity gain condition

The following are provided for information and may not apply to this permission:

1. The planning application was made before 12 February 2024.
2. The planning permission is retrospective.
3. The planning permission was granted under section 73 of the Town and Country Planning Act 1990 and the original (parent) planning permission was made or granted before 12 February 2024.
4. The permission is exempt because of one or more of the reasons below:
 - It is not "major development" and the application was made or granted before 2 April 2024, or planning permission is granted under section 73 and the original (parent) permission was made or granted before 2 April 2024.
 - It is below the de minimis threshold (because it does not impact an onsite priority habitat AND impacts less than 25 square metres of onsite habitat with biodiversity value greater than zero and less than 5 metres in length of onsite linear habitat).
 - The application is a Householder Application.
 - It is for development of a "Biodiversity Gain Site".
 - It is Self and Custom Build Development (for no more than 9 dwellings on a site no larger than 0.5 hectares and consists exclusively of dwellings which are Self-Build or Custom Housebuilding).
 - It forms part of, or is ancillary to, the high-speed railway transport network (High Speed 2).

5

Biodiversity Net Gain (BNG) Informative (2/2):

+ Irreplaceable habitat:

If the onsite habitat includes Irreplaceable Habitat (within the meaning of the Biodiversity Gain Requirements (Irreplaceable Habitat) Regulations 2024) there are additional requirements. In addition to information about minimising adverse impacts on the habitat, the BGP must include information on compensation for any impact on the biodiversity of the irreplaceable habitat. The LPA can only approve a BGP if satisfied that the impact on the irreplaceable habitat is minimised and appropriate arrangements have been made for compensating for any impact which do not include the use of biodiversity credits.

++ The effect of section 73(2D) of the Town and Country Planning Act 1990

If planning permission is granted under section 73, and a BGP was approved in relation to the previous planning permission (“the earlier BGP”), the earlier BGP may be regarded as approved for the purpose of discharging the biodiversity gain condition on this permission. It will be regarded as approved if the conditions attached (and so the permission granted) do not affect both the post-development value of the onsite habitat and any arrangements made to compensate irreplaceable habitat as specified in the earlier BGP.

++ Phased development

In the case of phased development, the BGP will be required to be submitted to and approved by the LPA before development can begin (the overall plan), and before each phase of development can begin (phase plans). The modifications in respect of the biodiversity gain condition in phased development are set out in Part 2 of the Biodiversity Gain (Town and Country Planning) (Modifications and Amendments) (England) Regulations 2024.

DRAFT

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

Chief Planning Officer

DECISION

Application ref: 2024/1867/L
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 8 November 2024

Development Management
Regeneration and Planning
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Judd Street
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Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

rpa:vision
51-53 Church Road
Ashford
TW15 2TY
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
25 Neal Street
London
Camden
WC2H 9PR

DECISION

Proposal:

Installation of 3 no. halo lit fascia signs and 2 no. hanging banner signs. Replacement glazing and new recessed entrance door and removal of metal threshold.

Drawing Nos: 2008122: A-001 B, E-001 L2, PL-101 L2, A-201 F, Design & Access Statement (14/05/2024), Heritage Statement (14-05-2024), Halo lighting details - drawing 149777, Signage visual

The Council has considered your application and decided to grant 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 document and drawing:

2008122: A-001 B, E-001 L2, PL-101 L2, A-201 F, Design & Access Statement (14/05/2024), Heritage Statement (14-05-2024), Halo lighting details - drawing 149777, Signage visual

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.

DRAFT

Informative(s):

- 1 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.
- 2 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.
- 3 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer

DRAFT

DECISION