

Planning Department
London Borough of Camden
Town Hall
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WC1H 8ND

28 November 2024

Planning (Listed Buildings and Conservation Areas) Act 1990
**Listed Building Consent application for the display of non-illuminated signage at 64 Neal Street,
London, WC2H 9PA**

Planning Portal Reference: PP-13596244

On behalf of the applicant, Pig & Hen Ltd, we submit an application for Listed Building Consent ('LBC') to the London Borough of Camden ('the Council') for the display non-illuminated signage to the existing projecting sign and fascia sign at 64 Neal Street, London, WC2H 9PA ('the Site').

The following information has been submitted in support of this application:

- / Application Forms - prepared by Rolfe Judd Planning;
- / Existing and Proposed Elevations - prepared by Pig & Hen Ltd;
- / Heritage Statement *[included in this letter]* – prepared by Rolfe Judd Planning;
- / Design and Access Statement *[included in this letter]* - prepared by Rolfe Judd Planning.

Accordingly, no application fee is required as part of an application for Listed Building Consent.

Site Description & Location

This application relates to the premises, 64 Neal Street, located on the east side of Neal Street and within the Seven Dials Conservation Area. The property comprises a basement, plus 4-storey building with a shop (Class E Use) at ground floor and residential accommodation (Class C3 Use) on the upper floors. The site lies within the authoritative bounds of the London Borough of Camden.



Within the surrounding area a similar urban fabric prevails. The adjoining and nearby properties along Neal Street and beyond primarily consist of commercial premises, as well as mixed use residential properties. The Sevel Dials Monument lies approximately 130m from the site. The closest underground station is Tottenham Court Road, approximately 350m northwest of the site.

Relevant Planning History

Relevant planning history for the application site has been accessed via the Camden Council planning application search.

Application Reference	Description of Development	Decision	Date
2011/3719/L	Internal alterations to retail unit (Class A1) including refitting of existing wall panels, installation of new flooring, works to the ceiling for the installation of new plasterboard, and the provision of a new externally illuminated projecting sign and non illuminated fascia sign at ground/first floor Neal Street frontage	Approved	08/12/2011
2011/3720/A	The display of a non illuminated fascia sign and an externally illuminated projecting sign displayed at Neal Street first/ground floor elevation.	Approved	08/12/2011
30920	Change of use and works of conversion to provide a retail unit on ground floor and basement, and a six person maisonette on the upper floors at the above address. The building is in the ownership of the Greater London Council, and that authority has sought your consent for the works and, at the same time, has requested that this Council's observations on the proposals be forwarded to you direct.	Approved	04/09/1980

As outlined above, the site has been subject to a number of applications relating to first floor signage.

Proposals

The applicant is proposing to display non-illuminated signage on the existing shopfront. The adverts will include new vinyl signage to the existing projecting (hanging) sign and stainless steel lettering to the fascia sign, associated with branding required for the new occupiers of the site.

The projecting sign will not be altered in terms of dimensions or fixings to the external wall. The new occupier's logo will be added to the existing projecting sign utilising vinyl on both sides. There are no new projecting signs or fixings proposed as part of this application.

The proposals also seek to introduce stainless steel lettering to the existing modern fascia sign. This will be pinned into the existing fascia, which is a standard method for this type of signage. The new fascia signage will not impact the existing building façade in terms of any alterations to the depth or size of the existing sign.

New temporary vinyl signage will be added to the existing shopfront door window, and shopfront window. This will not damage the existing glass and will be removed following the opening of the store.

The new signage, in the form of vinyl logo's and stainless steel lettering, will not be illuminated. The existing door and existing finishes to the shopfront will remain the same.

Each of the above effectively comprises the reinstatement of signage that has previously existed on the shopfront, within the same locations. As noted, the temporary vinyl signage will be removed once the store begins to operate.

Please refer to the submitted application drawings prepared by Pig & Hen Ltd. for further details.

Access

The proposals relate to minor above ground works to introduce new signage, as such no changes are proposed to the existing access arrangements for the building.

Heritage Statement

As the site is a listed building, due consideration has been given to Section 66(1) of the Planning (Listed Building and Conservation Areas) Act 1990, which sets out a legal duty to have '*special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*'

Paragraph 200 of the National Planning Policy Framework (NPPF) requires an applicant to describe the significance of any heritage assets affected, with the level of detail '*proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*'

Paragraph 205 of the NPPF states that '*when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.*'

The building is Grade II Listed and is located within the Seven Dials (Covent Garden) Conservation Area. Historic England provides the following detailed description for the premises:

“Terraced house with later shop. c1695, restored C19 and C20. Multi-coloured stock brick with tuck pointed band at 2nd floor level. Tiled mansard roof with dormer. 3 storeys 2 windows. Early C19 wooden shopfront of pilasters carrying entablature with projecting cornice. Shop windows altered in C20. House doorway with fanlight and panelled door. Elaborate mid C19 cast-iron shop sign bracket. Gauged red brick flat arches to flush sash windows with exposed boxing (C20 reproduction). Parapet. Rear elevation with early C18 segmental-arched sash windows, 2 with original exposed boxing and glazing bars. INTERIOR: has good panelling with C18 fireplaces. Some L hinges. Good dog-leg staircase with closed string, column newels and turned balusters.”

The Conservation Area Appraisal notes the shopfront as being of ‘merit’, and is thought to date from the 19th century, with modern alterations including new windows. A modern illuminated hanging shop sign is currently located above the entry door, attached to the existing fascia board.

The shopfront has an ornate mid-19th century cast-iron shop sign bracket (without hanging sign) located above the fascia. Internally, the fixing for the sign penetrates through the width of the wall and is fixed on the internal face of the wall. A modern semi-circular panel has been installed over the bolting.

As noted above, all of the proposed signage will replace previous adverts that are already in place on the property, effectively reinstating the existing signage. This application relates solely to the modern projecting (hanging) sign to the front elevation of the property, and the existing fascia sign; there are no further internal or external works proposed. It is not considered that the proposals will impact the host buildings Listed status, ‘cast-iron shop sign bracket’, nor the outlined designations applicable to the site. As a result, the proposed signage respects the form, scale and layout of the existing shopfront, which will in turn ensure that the special interest of the listed building is preserved.

Further consideration regarding the site’s heritage is included in the Planning Policy Considerations section below.

Planning Policy Considerations

The proposals have given due consideration to the local Development Plan for Camden. This consists of the following documents, of relevance to the proposals:

- / Camden Local Plan (2017)
- / Policies Map Alterations (2017)
- / Site Allocations Plan (2013)
- / The London Plan (March 2021)

The site does not pertain to any Neighbourhood Plans.

Policy D1 (Design) recognises that the Council will seek to secure high quality design in development. This includes the requirement for development to consider the following, of relevance to the proposals:

- a. *respects local context and character;*
- b. *preserves or enhances the historic environment and heritage assets in accordance with Policy D2*

Heritage;

e. Comprises details and materials that are of high quality and complement the local character.

It is further recognised in the Camden Design SPG that materials should *'respond to existing heritage assets and features by relating to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings'*.

The proposals are considered to be in full accordance with the above, having accounted for the local context of the application site. The materials utilised will be of a high quality, durable nature, suitable to the existing features of the building. The design is considered to be contextual to the host building, existing signs and shopfront, and neighbouring shopfronts.

Policy D2 (Heritage) identifies that development must preserve and, where appropriate, enhance Camden's heritage assets and their settings. Sub-section (j) seeks to resist proposals for alterations where this would cause harm to the special architectural and historic interest of the building. Policy HC1 (Heritage conservation and growth) of the London Plan outlines how development proposals affecting heritage assets and their settings should conserve their significance by *'being sympathetic to the assets' significance and appreciation within their surroundings'*.

It is not considered that the proposals fall within the identified works above; the signage will not lead to any removal, alteration, harm or demolition of the existing Listed fabric. The proposals will simply replace adverts that are currently in place on the existing projecting and fascia sign as required by the new occupier at the site.

The Council recognises that advertisements and signs are important to the vitality and function of retail areas. The Seven Dials Conservation Area Statement (1998) stipulates that 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".

It is considered that the proposed sign will positively integrate with the form, fabric, design and scale of the building, replacing the current existing signage. The signage would not impact or remove any traditional features.

Policy D4 (Advertisements) states that the Council will require advertisements to preserve or enhance the character, as well as respecting the form, fabric, design and scale of their setting and host building, whilst being of the highest standard of design, material and detail.

As noted above, all of the proposed signage will replace previous adverts that are already in place on the property with a replacement of the branded elements. There are no new projecting signs proposed; as such the proposals will not impact pedestrian views and flows, nor comprise highway's safety in accordance with Policy D4 (Advertisements).

It is considered that the proposed signage is in accordance with and supported by local Development Policies as outlined above.

Conclusion

This application seeks Listed Building Consent for the display of non-illuminated signage at 64 Neal Street, London, WC2H 9PA.

The proposed signage has been designed so as to respect the existing shopfront and ensure that no harm arises to the listed building. The new signage will effectively reinstate the existing signage already on site. As such, the proposals are deemed acceptable and Listed Building Consent should be granted.

We trust the Council has sufficient information to determine this application and we look forward to a swift and positive outcome. However, should you require any further information, please do not hesitate to contact us.

Yours faithfully

Tassia de Paula-Yarmohammadi

For and on behalf of
Rolfe Judd Planning Limited