

Application ref: 2024/4563/L
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Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**65 Gloucester Avenue
London
NW1 8JH**

Proposal: Refurbishment of 1x externally illuminated projecting sign with new trough light, display of 4x sets of writing and graphic painted on building, 2x internally illuminated menu cases and 1x lantern on bow bracket.

Drawing Nos: Existing Photograph - 191041 (REV C), Existing Elevations - 191041 (REV C), Proposed Photograph - 191041 (REV C), Proposed Elevations - 191041 (REV C), Proposed Signage Details - 191041 (REV C), Site Plan - 191041 (REV C), Location Plan - 191041 (REV C), Design and Access/ Heritage Statement.

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:

Existing Photograph - 191041 (REV C), Existing Elevations - 191041 (REV C), Proposed Photograph - 191041 (REV C), Proposed Elevations - 191041 (REV C), Proposed Signage Details - 191041 (REV C), Site Plan - 191041 (REV C), Location Plan - 191041 (REV C), Design and Access/ Heritage Statement.

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 Reasons for granting listed building consent:

The site comprises a Grade II listed public house with accommodation above. The proposal is for the refurbishment of an externally illuminated projecting sign, the display of 4 sets of writing and graphic to be painted onto the building, 2 internally illuminated menu cases and a lantern on bow bracket above the entrance. This application is associated with an advertisement application - reference 2024/4562/A.

The proposed signage is appropriately scaled and positioned around the façade of the public house. The text and graphics will occupy the same area of the building as the existing signs and will be replaced with signage of the same dimensions. The projecting sign to be refurbished is to be externally illuminated via new replacement trough lights, which is considered acceptable given the historic significance of the building. Similarly, the illuminated menu cases and lantern, are considered to be sympathetic and modest additions.

Overall, the signage is acceptable in terms of its location, size, design, and method of illumination, and would preserve the character and appearance of the the listed building. The proposed signage would not obscure or damage any architectural features or visually harm the listed building.

No objections have been received following statutory consultation. The Primrose Hill Conservation Area Advisory Committee raised a comment regarding the portrait depicted as being Isambard Kingdom Brunel as opposed to George and Robert Stephenson. This point has been reviewed by the Council's Conservation Officer, who has confirmed that this is not a relevant issue as Brunel is already depicted on the existing signage. Furthermore, the applicant's heritage statement clarifies that the pub was thought to have been built by Isambard Kingdom Brunel, hence the name and portrait.

The site's planning and appeals history has been taken into account when coming to this decision.

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

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017, 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 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

A handwritten signature in black ink, appearing to read 'DPope', written in a cursive style.

Daniel Pope
Chief Planning Officer