

Application ref: 2024/5343/L
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
64 Neal Street
London
WC2H 9PA

Proposal: Replacement of non-illuminated signage including new vinyl signage to existing projecting sign and stainless steel lettering to the fascia sign, associated with temporary vinyl signage to existing shopfront door window and shopfront window.

Drawing Nos: Existing drawing, proposed drawing, sign detail, vinyl proposal, cover letter including design and access and heritage statement, site location plan.

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 drawing, proposed drawing, sign detail, vinyl proposal, cover letter including design and access and heritage statement, site location plan.

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.

- 4 The temporary vinyl signs to be applied to the windows shall be removed by 01/04/2025.

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 64 Neal Street is grade II listed and within the Seven Dials conservation area. The building was a terraced house, later a shop, built in 1695. It is constructed from multi coloured stock bricks with a tuck pointed band at 2nd floor level. It has a tiled mansard roof with a dormer window. The shopfront is from the early 19th century and is timber, with pilasters carrying entablature and a projecting cornice. There is an elaborate 19th century cast-iron shop sign bracket.

The proposals include applying new vinyl signage to the existing modern projecting sign. The existing projecting sign is independent of the historic cast iron sign bracket, but is generally in keeping with the character of the street. Consent was granted for the sign under references 2011/3720/A and 2011/3719/L on the 8th December 2011. The new vinyl lettering is applied to both sides and is sensitive to the existing sign in terms of proportions and design. It should be noted that the projecting sign does not alter in size or dimension.

In addition, new lettering is applied to the timber fascia. The lettering is of stainless steel and pinned into the fascia board. This method is characteristic of the street and will not harm the fabric of the listed building. The sign remains externally illuminated.

In addition, temporary vinyl signs are added to the windows advertising the new occupiers whilst the interior of the shop is fitted out. The signs are expected to be in place until the end of February. A condition has been added to the consent ensuring the signs are removed by the 1st April 2025.

An objection to the proposals has been received from the Seven Dials Trust.

The Trust have requested that the historic cast iron bracket is used for the projecting sign rather than the modern sign which the applicant is proposing to apply new vinyl to. Whilst this would be ideal, the existing modern sign already has consent which cannot be withdrawn at this stage.

The proposed works will not harm the special interest of the grade-II-listed building.

The application has been advertised in the press and by means of a site notice, whereby an objection from the Seven Dials Trust was received. The site's planning history has been taken into account in making this decision.

Special attention has been paid to the desirability of preserving the special interest of the listed building, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

- 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



Daniel Pope
Chief Planning Officer