

Mrs Dena Read
Checkland Kindleysides
Charnwood Edge
Cossington
Leicestershire
LE74UZ

Application Ref: **2015/7139/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

8 March 2016

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
31 Neal Street
London
WC2H 9PR

Proposal:

Alterations in connection with the display of externally illuminated (by two stalk lights) fascia sign and non-illuminated hanging sign (retrospective).

Drawing Nos: Site location plan; A1-01, A3-01 rev G; Heritage & design and access statements (both received 08/12/2015).

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

Conditions And Reasons:

- 1 All new external and internal works and finishes and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

Reason: In order to safeguard the special architectural and historic interest of the



building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 2 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010 and policy DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies 2010.

Informative(s):

- 1 Reasons for granting listed building consent:

The fascia sign is formed of powder coated aluminium individual letters fixed on spacers to the fascia and is illuminated by two existing black stalk lights. The non-illuminated hanging sign is a powder coated panel attached to an existing wrought iron bracket. The position of the bracket means that the hanging sign is displayed at a height above fascia level which would not normally be an acceptable height within a conservation area. However, in this particular case, the hanging sign re-uses an existing bracket which previously supported a hanging sign. Further, the positioning of a hanging sign at this height is not unusual for retail premises within Neal Street and is a characteristic height for most retail units here. A frosted film panel would also be applied to the inside of the glass fanlight above the front entrance door.

The signage does not obscure any significant architectural features or otherwise visually harm the appearance of the building, and preserves the setting and special architectural interest of the listed building and enhances the street scene, character and appearance of the conservation area, and as such, are considered to be acceptable.

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

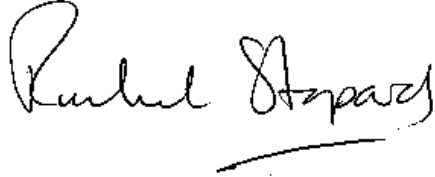
Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010, and policy DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies 2010.

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 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard
Director of Culture & Environment