

Mr Ryan Botton  
Julian Church & Associates Ltd  
Flat C  
12 Bath Place  
Worthing  
BN11 3BA

Application Ref: **2015/3825/L**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

24 June 2016

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**19 Percy Street**  
**London**  
**W1T 1DY**

Proposal:

Alterations in connection with the fixing of a new non-illuminated fascia panel and lettering, the display of lettering and branding on a replacement awning, and various refurbishment works to the shopfront (retrospective).

Drawing Nos: Site location plan; 300 rev AD.

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 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 proposals seek to regularise unauthorised alterations in connection with the display of (1) an internally illuminated projecting sign, (2) an externally illuminated fascia sign, (3) advertising displayed on a replacement awning at the front of the premises, and (4) various refurbishment works to the shopfront that are the subject of an enforcement investigation (ref. EN15/0539). The building is grade II listed and sits within the Charlotte Street conservation area.

(1) The unauthorised internally illuminated projecting sign, (2) externally illuminated fascia sign, as well as, earlier layers of older fascia signage beneath, a strip uplighter, and external spotlights have all been removed.

Opening up works at fascia level revealed several layers of timber and metal signage behind the unauthorised fascia sign relating to previous occupiers of the property, though no original or historic fascia board was found to still remain beneath. A proposed black painted timber panel to match and replace that dating from the unit's occupation in 2008 would be installed within the section of the fascia boxing over the shopfront, meeting flush the edge of the panel over the doorway. Proposed signage would be installed on this new panel in the form of non-illuminated, white coloured applied lettering.

Alterations in connection with this proposed new non-illuminated fascia panel and lettering, (3) the display of lettering and branding on the replacement awning, and (4) various refurbishment works to the shopfront are all considered to be in keeping with the setting and special architectural interest of the grade II listed building and are therefore considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision and all matters arising from the enforcement complaint (EN15/0539) relating to these proposals have been addressed to the Council's satisfaction. No objections have been received in relation to the proposals.

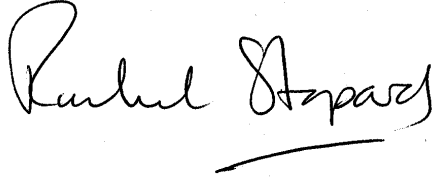
Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development 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. The proposed development also accords with policy 7.8 of the London Plan 2016; and paragraphs 14, 17 and 126 -141 of the National Planning Policy Framework 2012.

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  
Executive Director Supporting Communities