

Mr Leslie Gregg
Ashleigh Signs Ltd
Ashleigh House
Beckbridge Road
Normanton Industrial Estate
Normanton
WF6 1TE

Application Ref: **2016/4140/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

9 September 2016

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

The Royal George PH
8-14 Eversholt Street
London
NW1 1DG

Proposal:

Alterations in connection with the display of an externally illuminated (trough-lit) hanging sign with panel above, 2 internally illuminated (back-lit LED) menu cases, and 2 non-illuminated brass door plaques.

Drawing Nos: Site location plan; 121276; email from Ashleigh Signs Ltd dated 28/07/2016.

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 All new external 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 (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.

- 3 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 principal considerations material to the determination of this application is (1) the impact of the proposal on the grade II listed building, its features of special architectural or historic interest, and the character and appearance of the wider streetscape; and (2) to any possible adverse impact on the amenity of occupiers of the development site/ surrounding premises.

The proposed display of an externally illuminated (trough-lit) hanging sign with panel above, 2 internally illuminated (back-lit LED) menu cases, and 2 non-illuminated brass door plaques are all considered to be acceptable in terms of their size, design, method of illumination, method of fixing, and location in accordance with the Camden Planning Guidance. It is also considered that the proposals would preserve the special architectural and historic interest of the grade II listed building and would not harm the character and appearance of the wider streetscape, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

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

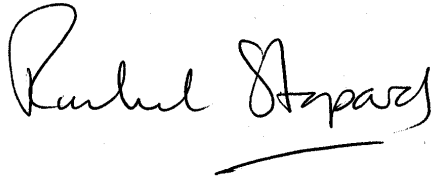
Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan March 2016, and 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.

Rachel Stopard
Executive Director Supporting Communities