

Mr Leslie Gregg
ASHLEIGH SIGNS LIMITED
ASHLEIGH HOUSE
Beckbridge Road
Normanton Industrial Estate
Normanton
WF6 1TE

Application Ref: **2016/5013/L**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

22 December 2016

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
The Crown
43 Monmouth Street
London
WC2H 9DD

Proposal: Replacement of existing signage, lanterns and chalkboards.

Drawing Nos: Site Location Plan; 3 x Photos; [122162] RevD (3 pages), 1-200 (Block Plan Individual Signage).

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 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.

- 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 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.

Informative(s):

- 1 Reasons for granting listed building consent

The proposal seeks to replace the existing fascia and projecting signs, lanterns, and black boards. The fascia signs were originally to be illuminated by strips of LED light affixed to the signs that would produce a cold and glare like illuminance, not in keeping with the traditional illuminated signage expected in such a sensitive location, such as externally illuminated by trough or spotlights. It was accepted that external illumination by ways of trough lights would be appropriate. The illumination for the projecting signs was removed altogether.

Some of the proposed black boards were to be installed atop decorative mouldings and were considered to harm the setting of the listed building. Some were removed from the proposal, another that was in situ unauthorised was also removed. The reduction of fixtures, and alterations to the method of illumination has produced a more sympathetic development that is considered acceptable, and will preserve the appearance and character of the host building, the streetscape and the conservation area, and will not harm the setting of the host and adjacent listed buildings.

The site's planning and appeal history has been taken into account when coming to this decision. Two objections were received from Seven Dials Trust and Covent Garden Community Associations who both viewed the original proposal in terms of the method of illumination of the fascia signs as well as the chosen typeface unacceptable. The amendments as detailed above, along with some decluttering of the elevations, have addressed their concerns. Both bodies withdrew their objections.

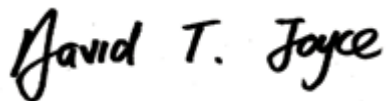
Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities