

Miss Katarzyna Kroszczynska
Blass Design
1 Bedford Mews
London
N2 9DF

Application Ref: **2016/6569/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

20 January 2017

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
38 Earlham Street
London
WC2H 9LH

Proposal: External alterations in connection with the retention of non-illuminated, externally applied gold vinyl lettering to existing fascia board and display of a non-illuminated projecting sign with applied gold vinyl lettering on both sides.

Drawing Nos: Location Map; Block Plan; (10823/-)00, 01.1, 04 rev B; Heritage and Design Statement from Blass design (received 11/11/2016).

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 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 2010 and



policy DP25 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 retain non-illuminated, gold vinyl lettering which has been applied externally to an existing fascia board that sits above the shopfront and to retain a non-illuminated projecting sign installed to the right-hand side of the shopfront which also has gold vinyl lettering applied to both sides of it.

The method of fixing and positioning of the projecting sign are such that no architectural features are damaged or obscured, and the height appropriately matches an existing projecting sign displayed at the adjoining shopfront (no. 36). As such, the proposals do not result in harm to the significance of this building. Therefore, in terms of the location, positioning, size, design, method of fixing, as well as, the non-illuminated nature of the alterations, it is considered that the proposals preserve the special architectural and historic interest of the listed building and do not harm the character and appearance of the Seven Dials (Covent Garden) conservation area, and are 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

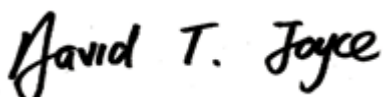
As such, the proposed development is in general accordance with policies CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010, policy DP25 of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan 2016, and the National Planning Policy Framework 2012.

- 2 You are advised that any further works to this listed building will require the submission of an application for listed building consent prior to works being completed. Works found to be completed without consent is a criminal offence and would be subject to enforcement action.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Executive Director Supporting Communities

2016/6569/L

David Joyce
Executive Director Supporting Communities