

Mrs Gillian Shepley
Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Application Ref: **2017/2073/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

16 August 2017

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
The Plough PH
27 Museum Street
London
WC1A 1LH

Proposal:

External alterations in connection with the display of 3 externally illuminated (using cowl lights) fascia and 2 projecting panel signs, 2 non-illuminated fascia signs, 2 internally illuminated (back-lit LED) menu cases, 2 non-illuminated brass door plaques, and 1 non-illuminated aluminium amenity panel (on Museum Street and Little Russell Street elevations).

Drawing Nos: Site location plan; 123970 rev B (sheets 1, 2, 3 and 4) dated 10/08/2017.

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 safeguard the special architectural and historic interest of the



building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; 123970 rev B (sheets 1, 2, 3 and 4) dated 10/08/2017.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 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.

In particular, due care should be taken when both fixing any signage to the existing fabric of the building to ensure that minimal intervention is made to the existing external material, as well as, during any subsequent removal of signs in the future to ensure that works of making good return the building as closely as possible to its existing state.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policies D1 and D2 of Camden Local Plan 2017.

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 3 externally illuminated (using cowl lights) fascia and 2 projecting panel signs, 2 non-illuminated fascia signs, 2 internally illuminated (back-lit LED) menu cases, 2 non-illuminated brass door plaques, and 1 non-illuminated aluminium amenity panel on Museum Street and Little Russell Street elevations 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 Bloomsbury Conservation Area, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

Concerns were initially raised with regards to the method of illumination for

proposed fascia and projecting signage which included LED strip-lighting. This was not considered to be an appropriate method of illumination in so far as it would introduce a non-traditional light source unsuitable for this listed building and would interfere with and throw-back light more broadly onto the architecture itself especially at night. This also raised additional amenity concerns for any occupiers on the upper floors. Following Council advice, the applicant has submitted amended proposals and drawings that include wall-mounted cowl lights fixed appropriately above the cornice line to externally illuminate 3 fascia signs and 2 projecting signs (2 further fascia signs remaining non-illuminated). These amendments are considered to be acceptable.

The proposals would also not have any adverse impact on local resident's amenity in terms of visual privacy, overlooking, outlook, loss of day/sunlight, or increased noise levels given the minor nature of the proposals and that the proposed signage will replace existing similar signage.

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 proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

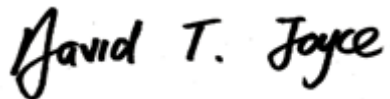
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 4 Your attention is drawn to the need to obtain planning permission and/or consent(s) for any internal or external works already carried out which are not the subject of this application and which may also be shown on the approved plans/documentation. The granting of this consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in

particular, shall not restrict the Council from exercising any of its powers or duties under the Town and Country Planning Act 1990 as amended.

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
Director of Regeneration and Planning