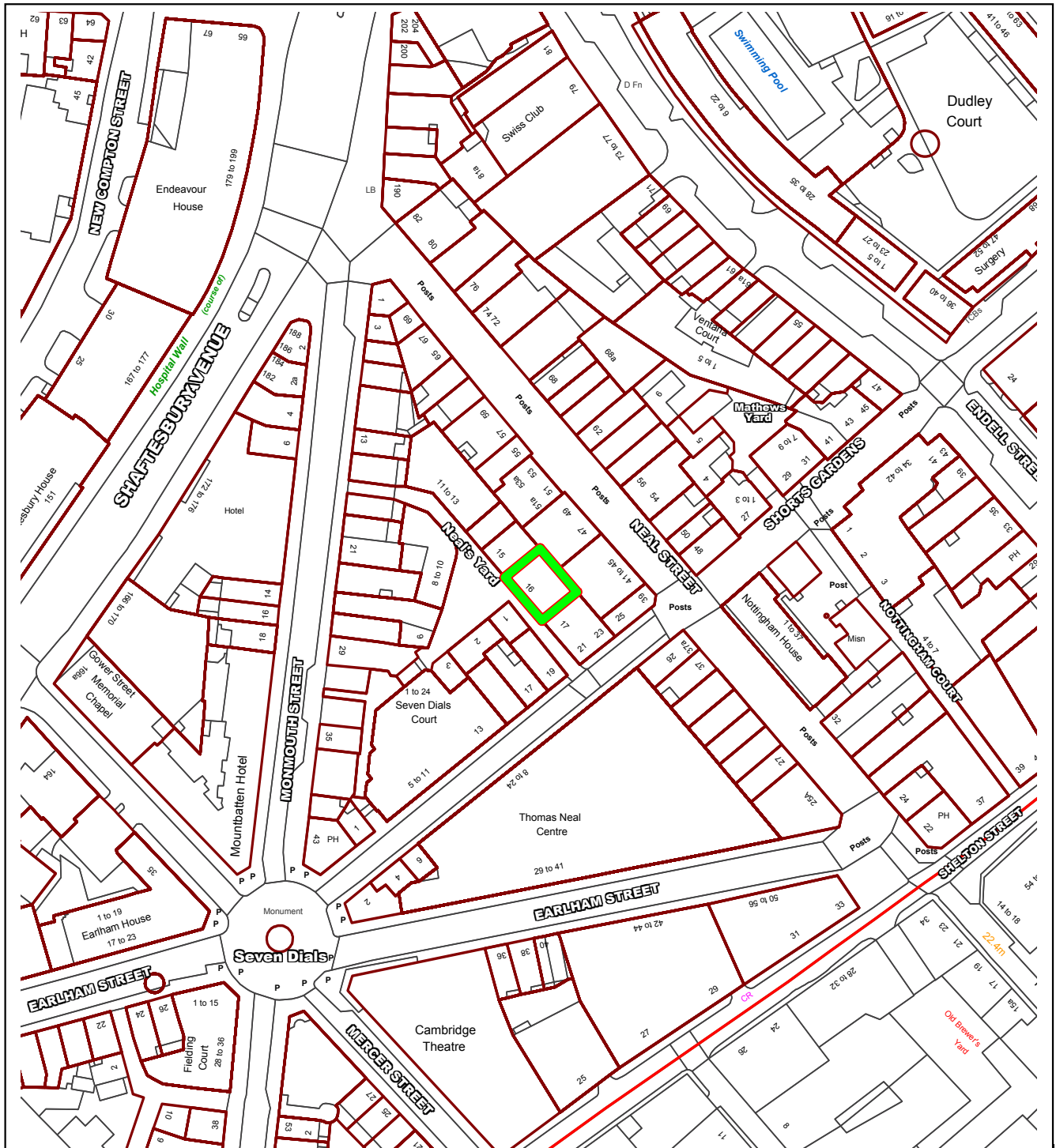


# 2017/2630/P & 2017/3165/A

## 16A Neal's Yard



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Residential above the shopfront



Existing shopfront

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>04/07/2017</b>	
<b>(Members Briefing)</b>		N/A / attached		<b>Consultation Expiry Date:</b>		<b>15/06/2017</b>	
<b>Officer</b>				<b>Application Number(s)</b>			
Evelyn Jones				(i) 2017/2630/P (ii) 2017/3165/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
16A Neal's Yard London WC2H 2DP				Please refer to draft decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
(i) Replacement shopfront (ii) Display of 1no. non illuminated hanging sign measuring 0.61x0.88m, 2no. window vinyls measuring 0.50x0.34m, on hand painted to signage measuring 1.0x1.475m to external render and printed text on fabric blind valance							
<b>Recommendation(s):</b>		(i) <b>Grant Conditional Planning Permission</b> (ii) <b>Grant Conditional Advertisement Consent</b>					
<b>Application Type:</b>		(i) <b>Full Planning Permission</b> (ii) <b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. of responses		<b>01</b>		No. of objections <b>02</b>	
Summary of consultation responses		For the planning application, site notices were displayed on 24/05/2017 (consultation end date 14/06/2017) and a notice was placed in the local press on 25/05/2017 (consultation end date 15/06/2017)  Two objections were received from neighbouring residents at 68A Neal Street and 14 Neal's Yard, summarised as follows:  Design: <ul style="list-style-type: none"> <li>The open design of the shopfront creates more noise pouring out</li> </ul>					

	<ul style="list-style-type: none"> <li>The design would detract from the unique character of Neal's Yard and the conservation area</li> </ul> <p><i>Officer comments: see paragraph 2.4 – 2.5 of the officer report</i></p> <p>Other issues:</p> <ul style="list-style-type: none"> <li>The applicant amended the application following objections and officer comments to include a more traditional shopfront that would be in keeping with Neal's Yard. Subsequently the objector at 68A Neal Street has since withdrawn their objection following the amendment to the plans</li> </ul> <p>One letter of support was received from Shaftsbury PLC stating: The design of the new shopfront will be in keeping with the rest of the yard and will allow the shop to benefit from the openness and communal function of Neal's Yard.</p>
<b>Covent Garden Community Association</b>	<p>The Covent Garden Community Association objected on the following grounds:</p> <ul style="list-style-type: none"> <li>Folding and openable doors detract from the character of the street and the Conservation Area</li> </ul> <p>The applicant amended the application following objections and officer comments, however the CGCA maintained their objection stating that the large windows erode the appearance of the shopfront.</p> <p><i>Officer comments: see paragraph 2.4 - 2.5 of the officer report</i></p>

## Site Description

The application site, 16A Neals Yard, is located to the rear of Neal Street, Shorts Garden and Monmouth Street in Neal's Yard, a courtyard area with a combination of uses and a small public open space. The mid-terraced property comprises of three storeys with loft conversion. This application relates to the ground floor retail unit.

The property is not listed but is located within the Seven Dials Conservation Area.

## Relevant History

No relevant planning history

## Relevant policies

**National Planning Policy Framework (2012)**

**London Plan (2016)**

**Camden Local Plan (2017)**

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

### **Camden Planning Guidance**

CPG1 Design (2015)

CPG6 Amenity (2011)

### **Seven Dials Conservation Area Statement (1998)**

## **Assessment**

### **1. Proposal**

1.1. Planning permission is sought to replace the existing shopfront with a timber door and bi-folding timber windows

1.2. Advertisement consent is sought to display 1no. non-illuminated hanging sign measuring 0.61 x 0.88m 2.15m from the ground; 2no. window vinyls measuring 0.50 x 0.34m, to be displayed on the glass within the door displaying the company name 'Jacob the Angel'. Printed text displaying the site address would be displayed above the windows and printed text stating opening hours and the companies telephone number.

### **2. Revisions**

2.1 The following revisions have been made during the course of the application:

- Following objections and officer comments the agent amended the drawings from a fully openable shopfront to a door and two windows  
Further drawings were then submitted without annotations to allow officers to fully see the proposed drawings

### **3. Principal considerations**

3.1. The principal considerations material to the determination of this application are summarised as follows:

- Impact on amenity (including heritage and design considerations)
- Impact on public safety
- Impact on neighbouring properties

#### **Impact on amenity (including heritage and design considerations)**

##### **Shopfront**

3.2 The principle consideration in determining this application is the impact the proposed replacement shopfront would have on the appearance of the host building and adjacent buildings, the character and appearance of the conservation area and the streetscape.



3.3 The replacement shopfront would consist of a timber bi-fold door and two timber windows. This will create a clear distinction between the upper residential levels and the ground floor commercial units. It is considered that the timber shopfront would enhance the character and appearance of the unit within Neal's Yard, compliant with policy D3 of the Local Plan.

3.4 The proposal would see the shopfront become a more open style in keeping with many other shopfronts within Neal's Yard. The open style is a reflection of the original warehouse uses of Neal's Yard which never had 'traditional' style shopfronts until the 1980s. The proposal is therefore considered an appropriate design and fitting with the unique character of Neal's Yard.

3.5 The new shopfront would be considered appropriate in this location and would enhance the character and appearance of the Seven Dials Conservation Area and would therefore comply with policies D1, D2 and D3 of the Local Plan and CPG1.

#### Advertisements

3.6 The applicant proposes one projecting non-illuminated sign measuring 0.61 x 0.88m and hand painted signage on the front façade displaying the companies name. CPG1 states that advertisements should respect the character of the existing building, its surroundings and the fabric of the building and policy D4 makes it clear that advertisements, particularly those in conservation areas must preserve the character and amenity of the area.

3.7 The proposed adverts are considered as an appropriate and would preserve heritage assets and enhance local character and appearance of the Conservation Area. The proposed hanging sign would be in keeping with the commercial identity of the yard and appearance of the area. The window vinyls and printed text on the wall would also be sensitive to the special character of Neal's Yard and would not detract from the conservation area.

#### Impact on public safety

3.8 The proposed advertisements are not considered to pose any issues of public safety.

#### **Impact on neighbouring properties**

3.9 Given the small scale of the proposal and the minor alterations to the shopfront, it is not considered that the proposal would cause harm to neighbouring amenity.

#### **Recommendation**

- (i) Grant Conditional Planning Permission
- (ii) Grant Conditional Advertisement Consent

#### **DISCLAIMER**

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 21<sup>st</sup> August 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***

Miss Maria Clarke  
Gundry Ducker Architecture  
3 Garrick Street  
London  
WC2E 9BF

Application Ref: **2017/2630/P**  
Please ask for: **Evelyn Jones**  
Telephone: 020 7974 **2783**

16 August 2017

**DRAFT**

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**16 A Neal's Yard**  
**London**  
**WC2H 9DP**

**DECISION**

Proposal:  
Replacement shopfront  
Drawing Nos: 329.PL.02, 329.PL.03 B, 329.PL.04 B,

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans 329.PL.02, 329.PL.03 B, 329.PL.04 B,

Executive Director Supporting Communities



Reason:

For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 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).
- 2 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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of 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

Director of Regeneration and Planning



Gundry Ducker Architecture  
No3 Garrick St.  
London  
WC2E 9BF

Application Ref: **2017/3165/A**  
Please ask for: **Evelyn Jones**  
Telephone: 020 7974 **2783**

16 August 2017

**DRAFT**

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**16 A Neal's Yard LONDON WC2H 9DP**

Proposal:

Display of 1no. non illuminated hanging sign measuring 0.61x0.88m, 2no. window vinyls measuring 0.50x0.34m, on hand painted to signage measuring 1.0x1.475m to external render and printed text on fabric blind valance  
Drawing Nos: 329.PL.021, 329.PL.02

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to  
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

Executive Director Supporting Communities



(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or  
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

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Yours faithfully

Director of Regeneration and Planning