

Application ref: 2018/5681/L  
Contact: Matthias Gentet  
Tel: 020 7974 5961  
Date: 21 January 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

John Anthony Signs Ltd  
Claydons Lane  
Rayleigh  
SS6 7UU

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**199 High Holborn (Chicken Shop)**  
**London**  
**WC1V 7BD**

Proposal:  
Internal and external addition of signage.

Drawing Nos: Design and Access Statement; Heritage Statement; Detailed Photo of Illuminated Sign; 4 x Photos; Site Location Plan; Block Plan; Ex & Prop Elevations, Detailed Signage and Photo Montage (19/11/2018); A2/A213640 03 (19/11/2018) - Projecting Sign; A2/A213639 05 (19/11/2018) - Detailed Signage + Elevation & Sections (Internal Sign).

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 The development hereby permitted shall be carried out in accordance with the

following approved plans: Design and Access Statement; Heritage Statement; Detailed Photo of Illuminated Sign; 4 x Photos; Site Location Plan; Block Plan; Ex & Prop Elevations, Detailed Signage and Photo Montage (19/11/2018); A2/A213640 03 (19/11/2018) - Projecting Sign; A2/A213639 05 (19/11/2018) - Detailed Signage + Elevation & Sections (Internal Sign).

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 work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

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.

Informative(s):

- 1 The proposal is seeking consent for the addition of signage, consisting of a hanging sign above the arched entrance to the premises, to be illuminated on both sides by means of through lights affixed to the hanging bracket. Internally, a faux neon lettered on a suspended panel (clear acrylic) sign is to be installed behind the glazing, approximately 150mm away from the window, to be internally illuminated.

The proposal is considered to be appropriate. Each items are reasonably small and discreet, and their respective locations would not obscure or damage any specific architectural features of the building nor would it result in the loss of historical fabric. The illumination proposed is subtle and would not detract from the character and appearance of the host building.

In terms of size, design, location and materials to be used, the proposal is considered to be acceptable. It would preserve the character and appearance of the historic building, the conservation area and the streetscape, and would not harm the setting of the host and adjacent listed buildings.

The site's planning history has been taken into account when making 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 (ERR) 2013.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 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).

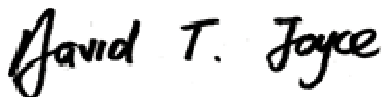
- 3 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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