

MR/P7447
24 May 2019

Planning Department
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

Dear Sirs

Thomas Neal's Centre, 35 Earlham Street, London, WC2H 9LD

Advertisement application and listed building consent for the display of externally illuminated hanging signs, internally illuminated box signs and entrance signage including alterations to the exterior of the listed building

Planning Portal Ref: PP-07870313 and PP-07873255

On behalf of our client, Kerb Food Limited, we write in support of an application for advertisement and listed building consent for signage at the Thomas Neal's Centre, 35 Earlham Street, London, WC2H 9LD.

The application has been submitted electronically online via the Planning Portal along with the following documents for the Council's consideration:

- Planning Application Forms – prepared by Rolfe Judd Planning
- Site Location Plan – prepared by prepared by Stiff and Trevillion Architects
- Existing & Proposed Drawings – prepared by Stiff and Trevillion Architects
- Historic Photographic Sheet – prepared by Rolfe Judd Planning

The requisite fee of £132 has been submitted to the Council online for the advertisement application. Accordingly, no fee is required for Listed Building Consent.

Site Location and Existing Use

This application refers to the historic warehouse building of Thomas Neal's Centre which comprises a variety of uses ranging from predominantly commercial retail (Class A1) and restaurant (Class A3) accommodation at basement and ground floors, to office (Class B1) and residential (Class C3) accommodation located on the building's upper floors. This application refers to the exterior façade of the building along Shorts Gardens and Earlham Street.

Thomas Neal's Centre is Grade II Listed and is located within the Covent Garden (Seven Dials)

Architecture Planning Interiors

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Conservation Area. Historic England describes the building, also known as The Craft Centre, as follows:

“Warehouse, probably originally a brewery; now a crafts centre. Mid C19. Stock brick; roof not visible. 3 storeys. 19 bays to Earlham Street, No.43 with splayed corner and return to Neal Street. Shorts Gardens elevation of 2 storeys. Brick band above ground floor. Segmental headed windows and doorways, those to ground floor on Earlham Street elevation set in segmental headed reveals. INTERIOR: internal structure comprises brick barrel vaults supported by cast-iron columns. Nos 29-41 (odd) and Nos 8-26 (even) Shorts Gardens were listed on 10/03/88”

Much of the existing unit has been stripped back internally and has limited identified original or historic features. The existing floor is concrete and the adjoining party walls are constructed from modern block work. Similarly, the existing elevations are a mixture of original and modern brick work, much of which was implemented as part of the wider refurbishment works undertaken in the 1980's and 1990's.

Planning History

Having reviewed the Council's online planning database, numerous applications have been granted consent for external listed building works over the past 10 years. Those recent consents deemed to be of relevance to this application are detailed below:

On 16th February 1989, planning permission (ref. 8800273) was granted for *“the refurbishment alteration, extension, and change of use to provide a mixed development comprising theatre, residential, retail, restaurant and business uses”*. An associated listed building consent was also issued for works to the historic building (ref. 8870111).

On 11th April 1996, advertisement consent (ref. 9580173R1) was granted for “the display of 6 externally illuminated projecting signs on the Earlham Street frontage”.

On 17th July 2003, advertisement consent (ref. ASX0205379/A) was granted for the “display of external painted banner signage” at Thomas Neal's Centre.

On 16th July 2003, advertisement consent (ref. ASX0205376/A) was granted for the “installation and display of externally and internally illuminated signage.” at Thomas Neal's Centre.

On 5th June 2010, comprehensive works to the Thomas Neal's Centre was consented by the Council for *“internal and external works in association with use of shopping mall including Class A1 shop units and former ancillary circulation space at basement and ground floor (including 80sq.m of additional floor space created by part infilling to atrium at ground floor) for Class A1 (retail) use, dual use of existing Class A3 kiosk for either Class A3 (café) use or Class A1 (retail) use, change of use of 18sq.m of Class A1 (retail) floor space to Class D1 (theatre use) and erection of solar panels to the inward facing roof slope adjacent to Shorts Gardens”* (ref. 2010/2716/P and 2010/2742/L”).

The above applications are not exhaustive and it is clear the existing exterior façade of the Thomas Neal Centre has been vastly altered during the wider refurbishment works undertaken in the late 1980s alongside numerous signage requirements. Please refer to the submitted historic photographs for further evidence of those alterations to the existing façade.

Proposal

The application seeks advertisement and listed building consent for a comprehensive signage strategy associated with the future operation of Thomas Neal's by Kerb as a food retail market. The proposals include the display of externally illuminated hanging signs, internally illuminated box signs

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and an array of new entrance signage, alongside minor alterations to the exterior of the listed building with the associated signage works.

For the Council's reference and clarity, each aspect of signage and associated works is detailed below:

Shorts Gardens Elevation:

- SG_002 – Shop Entrance Fascia
 - New entrance fascia above the existing grilled entrance
 - Extruded lettering pinned to a grill, to be externally illuminated
 - White painted brushed aluminium or polished stainless steel
 - Lettering to be 2500mm in width, 190mm high, 40mm depth
- SG_004 – Replacement Existing Hanging Sign
 - Custom hanging 3D sign attached to the existing bracket
 - To utilise the existing external illumination
 - Fibreglass
 - 500mm in width, 830mm high, 180mm depth
 - It is noted that neither listed building consent nor advertisement consent is required for this signage and it makes use of previously consented signage.
- SG_005 - Replacement Existing Hanging Sign
 - Custom hanging sign attached to the existing bracket
 - To utilise the existing external illumination
 - Powder coated steel or painted wood with a logo on the front
 - 400mm in width, 400mm in height, 40mm depth
 - It is noted that neither listed building consent nor advertisement consent is required for this signage and it makes use of previously consented signage.
- SG_006 – Replacement Existing Hanging Sign
 - Custom hanging sign attached to the existing bracket
 - To utilise the existing external illumination
 - Powder coated steel or painted wood with a logo on the front
 - 400mm in width, 400mm in height, 40mm depth
 - It is noted that neither listed building consent or advertisement consent is required for this signage and it makes use of previously consented signage..
- SG_007 – Shop Entrance Fascia
 - New entrance fascia above the existing entrance
 - Extruded lettering pinned to a grill, to be externally illuminated
 - White painted brushed aluminium or polished stainless steel
 - Lettering to be 2500mm in width, 190mm high, 40mm depth
 - It is noted that this advertisement consent is not required for this signage and benefits from 'deemed consent'.

Earlham Street Elevation

- ES_003 – Replacement Illuminated Box Sign

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- Custom light box sign to replace the existing 'Shops' sign
 - Powder coated steel frame (double sided) with coloured acrylic front
 - To be internally illuminated
 - 1080mm in width, 2250mm high, 100mm depth
- ES_004 – Replacement Illuminated Box Sign
 - Custom light box sign to replace the existing 'Shops' sign
 - Powder coated steel frame (double sided) with coloured acrylic front
 - To be internally illuminated
 - 1220mm in width, 2250mm high, 100mm depth
- ES_005 – Shop Entrance Fascia
 - New entrance fascia above the existing entrance
 - Extruded lettering pinned to a grill, to be externally illuminated
 - White painted brushed aluminium or polished stainless steel
 - Lettering to be 2500mm in width, 190mm high, 40mm depth
- ES_006 – Shop Entrance Fascia
 - Amended details to the existing entrance sign
 - Central oval piece to be covered with two flat sections of painted metal
- ES_007 – Door Sign
 - Existing door and sign to be painted over with new lettering
- ES_008 – Replacement Signage
 - New hanging sign to be mounted over existing oval structure
 - To utilise the existing external illumination
 - Powder coated steel or painted acrylic
 - 600mm height, 600mm width, 50mm depth
- ES_009 – Shop Entrance Fascia
 - New entrance fascia above the existing entrance
 - Extruded lettering pinned to a grill, to be externally illuminated
 - White painted brushed aluminium or polished stainless steel
 - Lettering to be 2158mm in width, 190mm high, 40mm depth
 - It is noted that this advertisement consent is not required for this signage and benefits from 'deemed consent'.

Please refer to the submitted drawings which provide context to the signage proposed.

Policy Considerations

The Council recognises that advertisements and signs are important to the vitality and function of retail areas. The principle of hanging and box signage is well established in the area and the addition and / or replacement of the proposed signage is believed to be entirely acceptable giving consideration to both signage detail and design. In many cases, the applicant seeks to make use of existing consented signage brackets and illumination to implement a new signage strategy for the future operation of Thomas Neal's Centre.

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Policy D4 (Advertisements) notes that the Council will support advertisements that preserve the character and amenity of the area and preserve or enhance heritage assets and conservation areas. It is considered that the proposed signs will positively integrate with the form, fabric, design and scale of the building and the materials proposed are sympathetic to the proposed shopfront and those adjacent properties. The proposed signage is similar to that which is already seen in the conservation area and so it is considered to integrate with the character of the surrounding streets. The signage is situated so that pedestrian views and flows remain unaltered and would not comprise highway safety.

Local Plan Policy D2 (Heritage) states the Council will preserve and, where appropriate, enhance designated heritage assets and their settings, including conservation areas and listed buildings. Policy will seek to preserve or enhance the borough's listed buildings and resist proposals for alterations which would cause harm to the special architectural and historic interest of the building.

The proposed signage would be distinctly similar in appearance, size and materiality to those which are extant and previously consented for Thomas Neal's Centre and the wider area of the Seven Dials Conservation Area. The applicant will reuse existing brackets and lighting so as to retain the existing and previously acceptable signage strategy for the building. It is not considered the introduction of the proposed replacement signage would harmfully alter the appearance of the building or the character of the wider conservation area.

It is considered the proposed signs and listed building works are therefore in accordance with Policies D1 (Design); D2 (Heritage); D3 (Shopfronts) and D4 (Advertisements). Further, the proposed sign has taken consideration of the Council's advertisement guidance outlined within CPG – Advertisements and CPG – Design.

Conclusion

The proposed signage is considered to complement and enhance the appearance of the existing building and would make a positive contribution to the character and appearance of the conservation area. The advertisements include the use of existing brackets and lighting and therefore would have limited impact upon the historic fabric of the building. It is considered that the proposals are consistent with and supported by the Council's planning policies and planning guidance.

We trust the Council has sufficient information to determine this application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit, please do not hesitate to contact the undersigned.

Yours faithfully

Mark Rattue

For and on behalf of Rolfe Judd Planning Limited