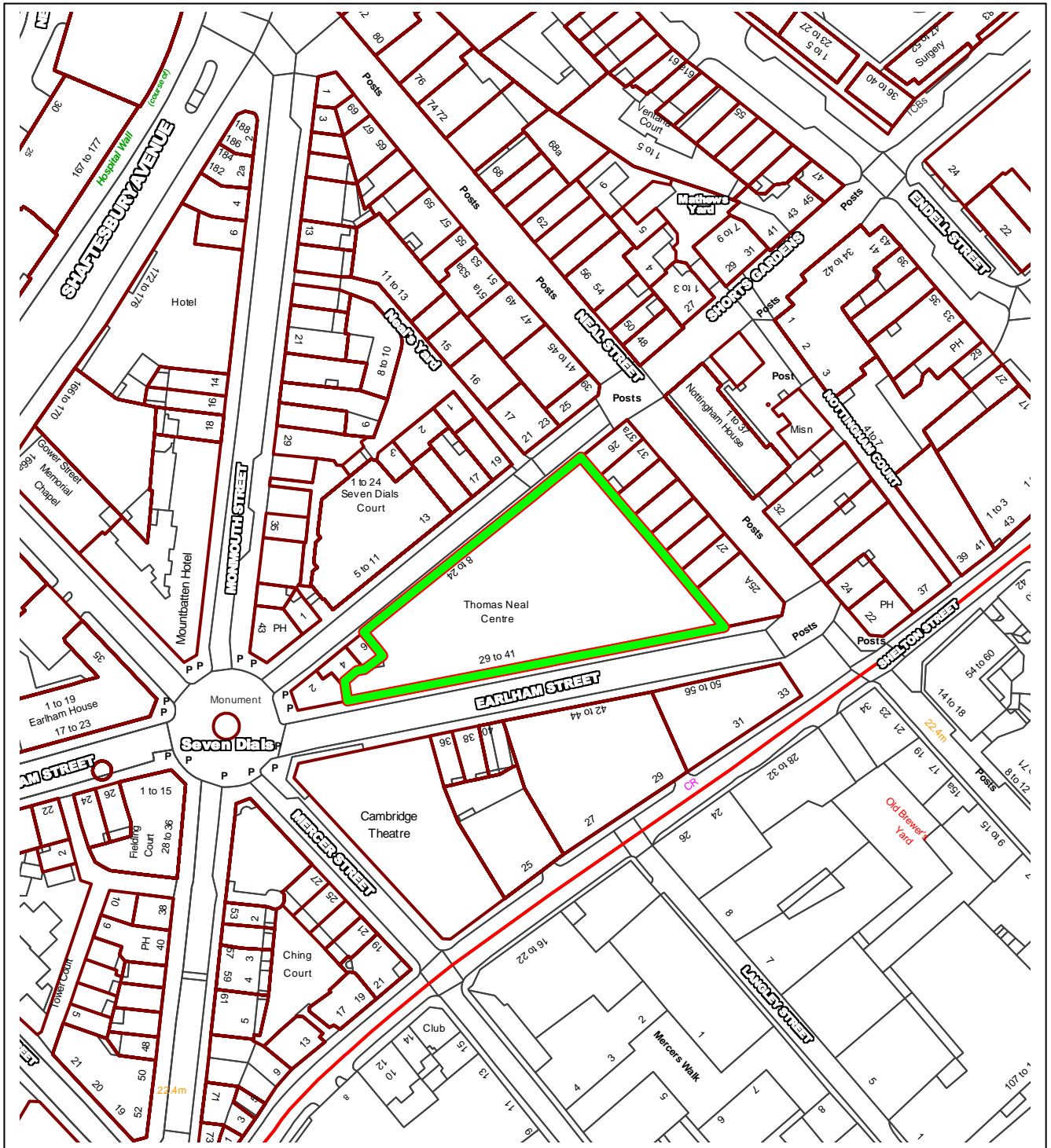


Thomas Neal Centre, 35 Earlham Street, WC2H 9LD  
2019/2770/A & 2019/3395/L



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1. Earlham Street elevation.



2. Earlham Street elevation with existing adverts.



**3. Shorts Gardens elevation.**



4. Shorts Gardens elevation with existing adverts.



5. Existing painted signage.

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>21/05/2019</b>
		N/A		<b>Consultation Expiry Date:</b>	<b>28/04/2019</b>
<b>Officer</b>			<b>Application Numbers</b>		
Samir Benmbarek			i) 2019/2770/A ii) 2019/3395/L		
<b>Application Address</b>			<b>Drawing Numbers</b>		
Thomas Neal Centre 35 Earlham Street London WC2H 9LD			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>Proposals</b>					
<p>(i) Advertisement Consent: Display of 1x painted text signage to Shorts Gardens elevation and display of 2x painted text signage to Earlham Street elevation to grade II listed building (non-illuminated) (Use A1/A3/B1/C3);</p> <p>(ii) Listed Building Consent: External alterations in association with the display of 1x painted text signage to Shorts Gardens elevation and display of 2x painted text signage to Earlham Street elevation to grade II listed building (non-illuminated) (Use A1/A3/B1/C3).</p>					
<b>Recommendation:</b>		i) <b>Grant advertisement consent</b> ii) <b>Grant listed building consent</b>			
<b>Application Type:</b>		i) <b>Advertisement consent</b> ii) <b>Listed building 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	01	No. of objections No. of comments	00 01
<b>Summary of consultation responses:</b>	<p>Application for advertisement consents do not require statutory consultation. For the associated listed building consent application, site notices were displayed in close proximity to the site on 05/07/2019 (expiring on 29/07/2019). A press notice was also published on 11/07/2019 (expiring on 04/08/2019).</p> <p>To date, one response has been received from the following addresses:</p> <ul style="list-style-type: none"> <li>• 68 Neal Street</li> </ul> <p>Their comments are as summarised below:</p> <ol style="list-style-type: none"> <li>1. Internally illuminated signs should be substituted by externally illuminated equivalents.</li> </ol> <p><i>Officer's Comments</i></p> <ol style="list-style-type: none"> <li>1. <i>The proposed painted text would not be illuminated.</i></li> </ol>					
<b>CAAC/ National Amenity Society comments:</b>	<p><b><u>Seven Dials Conservation Area Advisory Committee</u></b> The Seven Dials (Covent Garden) CAAC were formally consulted. To date, no response has been received.</p> <p><b><u>Covent Garden Community Association</u></b> The Covent Garden Community Association (CGCA) were formally consulted. They have responded objecting to the proposal (within the objection of another application at the site). Their comments are summarised below:</p> <ol style="list-style-type: none"> <li>1. Objection to the removal of 'Thomas Neal's' wording on the façade of the building to be replaced with 'Seven Dials Market'.</li> </ol> <p><i>Officer's Comments</i></p> <ol style="list-style-type: none"> <li>1. <i>The wording of the signage is not a material consideration (unless it would be obscene language etc.) in the assessment of an advertisement consent application. For information, Thomas Neal's Warehouse/Centre was the name applied to the building in the 1980s when used as a shopping centre and therefore presumed not to be its original name. The Historic England listing description describes the site as 'The Crafts Centre'.</i></li> </ol>					



## Site Description

The applications relate to a four storey building located on the south eastern side of Shorts Gardens and north western side of Earlham Street. The building is located within the Seven Dials Conservation Area and is a grade II listed building.

The building is predominantly commercial retail (Class A1) and restaurant (Class A3) accommodation at basement and ground floors, with 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

The listing description is as below:

List Entry No: 1342094.

Date first listed: 15 January 1973.

*“Includes: Nos.8-26 SHORT'S GARDENS. 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”.*

## Relevant History

**2019/2771/A & 2019/3387/L**- Comprehensive overhaul of signage strategy across centre including the display of externally illuminated hanging signs, internally illuminated box signs and new entrance signage to mixed use building (Use A1/A3/B1a/C3). **Currently under determination.**

## Relevant policies

**National Planning Policy Framework, 2019**

**The London Plan 2016**

**Camden Local Plan 2017**

A1 (Managing the impact of development)

D2 (Heritage)

D4 (Advertisements)

**Camden Supplementary Planning Guidance**

CGP Adverts (March 2018)

**Seven Dials (Covent Garden) Conservation Area Statement 1998.**

### 1. Proposal

- 1.1 Advertisement consent is sought for the display of 1x painted text signage to the Shorts Garden elevation of the building and 2x painted text signage on the Earlham Street elevation of the building. All the signage would read 'Seven Dials Market' and would be in white paint. The lettering would be displayed vertically at an approximate covered height of 7.1m. The proposed signage would be located in the same location and size as the existing signage that reads "Thomas Neals" (to be removed as part of the works).
- 1.2 Listed building consent is sought for the same works as the adverts are to be applied to a grade II listed building.
- 1.3 The proposals were revised to remove large graphic art work from the Shorts Gardens elevation measuring 6000m high x 7000m wide.

### 2. Assessment

2.1 The main issues for consideration are:

- Design, Conservation and Heritage
- Neighbour Amenity
- Transport impact

- 2.2 As the application site is located within the Seven Dials Conservation Area and the building is Grade II listed, the statutory provisions relevant to the determination of the applications are section 16, 72 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.
- 2.3 Section 16 requires that in considering whether to grant listed building consent for development that affects a listed building, the local planning authority shall have special regard to the desirability of preserving the listed building, its setting and its features of special architectural or historical interest.
- 2.4 Section 66 of the Act requires that in considering whether to grant planning permission for development that affects a listed building, the local planning authority shall have special regard to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest.
- 2.5 Section 72 of the Act requires that in considering whether to grant planning permission for development in a conservation area, special attention should be paid to the desirability of preserving or enhancing the character and appearance of the conservation area.
- 2.6 The NPPF terms listed buildings as designated heritage assets. Section 12 of the NPPF provides guidance on managing change to designated heritage assets through the planning system, including avoiding or justifying harm to the special architectural or historic interest of listed buildings. Paragraph 134 states that "less-than-substantial harm" to a designated heritage asset must be outweighed by the public benefits secured by the proposals, including heritage benefits to the assets.

### 3. Design

#### External Design and Impact on Conservation Area

- 3.1 The Council's design policies are aimed at achieving the highest standard of design in all

development. Policy D4 of the Local Plan states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. Within areas of distinctive character or adjacent to one, it is considered development (including adverts) should reinforce those elements which contribute to and create the character, in line with policy D2. Furthermore, in line with policy D2, proposals should not harm the setting of listed buildings

- 3.2 The Seven Dials Conservation Statement reads “*shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level*”.
- 3.3 The proposed signage would not be illuminated and would consist of white painted lettering to the Shorts Gardens and Earlham Street elevations of the building. It is considered that these adverts respect the form and appearance of the building and contributes to its previous and proposed use of being a warehouse/market. The proposed advert takes cues from existing white painted lettering on the building (which would be removed as part of the works) and therefore is considered to preserve the special character and appearance of the building.
- 3.4 As such, the proposed signage is considered to preserve and enhance the character and appearance of the application building and the wider Seven Dials Conservation Area.

#### External Listed Building Alterations

- 3.5 The Council’s design guidance states that when assessing proposals involving listed buildings, the Council will consider the impact of the proposals on the historic significance of the buildings, including its features such as original and historic materials and architectural features, original layout of rooms, structural integrity and its character and appearance.
- 3.6 The Council’s design guidance states that the Council will expect original or historic features to be retained and repairs to be in matching materials; and that proposal should seek to respond to the special historic and architectural constraints of the listed building, rather than significantly change it.
- 3.7 The external alterations include the application of white paint to the elevations of the building to form the proposed signage and removal of the existing white painted lettering. A paint removal method statement will be secured by condition to ensure that the proposed method of paint removal does not result in harm to the historic brickwork below, and to ensure that a non-abrasive removal method is specified.
- 3.8 The building’s significance is considered to derive from its industrial history and original use as a brewery, as well as its architectural character and detailing. The proposed replacement building signage is not considered to cause harm to this significance. The CGCA objected on the grounds of the removal of the Thomas Neal name from the building; however, although important in the development of the area, there is no historic evidence that Thomas Neal was directly involved in the construction or development of the application site, and as such, the removal of the Thomas Neal name is not considered to cause harm to the building’s historic significance.
- 3.9 The proposed paint would be removable, and manufacturer details of the proposed paint would be secured by condition to be approved by the council prior to application. Consequently, the proposals would retain the existing character, appearance, setting and form of the building and as such the works would preserve the significance of the listed building and the character and appearance of the wider conservation area in compliance with policy D2 of the Local Plan.

#### **4. Neighbour Amenity**

- 4.1 Within the Camden Local Plan policies, policy A1 seeks to ensure that development does not cause adverse amenity impacts upon neighbours in terms of sunlight, daylight, privacy and overlooking, noise and vibration and odour. Furthermore, A4 seeks to protect development from noise sensitivity or neighbouring occupiers from potential noise generation from development.
- 4.2 As the proposal involves painted non-illuminated signage onto the elevations of the building, it is considered that the amenity of adjoining residential occupiers would not be affected.

#### **5. Transport Impact**

- 5.1 As the proposal involves painted non-illuminated signage onto the elevations of the building, it is considered that pedestrian and vehicular safety would not be affected as a result of the adverts.

#### **6. Recommendation**

- I. Grant advertisement consent.
- II. Grant listed building 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 19<sup>th</sup> August 2019, 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'.***



Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
London  
SW8 1NZ

Application Ref: **2019/2770/A**  
Please ask for: **Samir Benmbarek**  
Telephone: 020 7974 **2534**

12 August 2019

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Thomas Neal Centre**  
**35 Earlham Street**  
**London**  
**WC2H 9LD**

# DECISION

Proposal: Display of 1x painted text signage to Shorts Gardens elevation and display of 2x painted text signage to Earlham Street elevation to grade II listed building (non-illuminated) (Use A1/A3/B1/C3)

Drawing Nos: ST-[00]-101; ST-[00]-201; ST-[12]-100; ST-[12]-101-2A; ST-[12]-102; ST-[12]-103-2A; ST-[12]-104; ST-[12]-110; ST-[12]-111; ST-[12]-130A.

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.

Executive Director Supporting Communities



- 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);
  - (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.

**DECISION**

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 2019.

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

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

Yours faithfully

Director of Regeneration and Planning

**DRAFT**

**DECISION**



Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
London  
SW8 1NZ

Application Ref: **2019/3395/L**  
Please ask for: **Samir Benmbarek**  
Telephone: 020 7974 **2534**

13 August 2019

**DRAFT**

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:  
**Thomas Neal Centre**  
**35 Earlham Street**  
**London**  
**WC2H 9LD**

**DECISION**

Proposal: External alterations in association with the display of 1x painted text signage to Shorts Gardens elevation and display of 2x painted text signage to Earlham Street elevation to grade II listed building (non-illuminated) (Use A1/A3/B1/C3)

Drawing Nos: ST-[00]-101; ST-[00]-201; ST-[12]-100; ST-[12]-101-2A; ST-[12]-102; ST-[12]-103-2A; ST-[12]-104; ST-[12]-110; ST-[12]-111; ST-[12]-130A.

The Council has considered your application and decided to grant 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.

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

ST-[00]-101; ST-[00]-201; ST-[12]-100; ST-[12]-101-2A; ST-[12]-102; ST-[12]-103-2A; ST-[12]-104; ST-[12]-110; ST-[12]-111; ST-[12]-130A.

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.

- 4 Details in respect of the following, shall be submitted to and approved in writing by the local planning authority before the relevant part of the work is begun:

- a) Method statement detailing a non-abrasive method of paint removal for the existing signage in consultation with a specialist.

- b) Manufacturer's details of the proposed removable paint.

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 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.
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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 2019.

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

# DECISION