

Application ref: 2022/0226/L  
Contact: Colette Hatton  
Tel: 020 7974 5648  
Email: [Colette.Hatton@camden.gov.uk](mailto:Colette.Hatton@camden.gov.uk)  
Date: 14 November 2022

**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)

The Planning Lab  
Somerset House  
South Wing  
London  
WC2R 1LA

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:

**Town Hall**  
**Judd Street**  
**London**  
**WC1H 9JE**

Proposal:

Signs and wayfinding.

Drawing Nos: Site Location Plan, ID8\_BoH Toilet Identification Door Sign, IF1\_Wall Mounted Building Directory, SL-BL\_Basement Level Plan, SL-GL\_Ground Level Plan, SL-L1\_Level 1 Plan, SL-ML\_Mezzanine Level Plan, Cover Letter 170122, Design Statement, DR1\_Wall Mounted Directional Sign, DR2\_Wall Mounted Directional Sign, DR3\_Sign Written Directional Sign, Existing Site Plan, ID2\_Sign Written Identification Sign, ID3\_Projecting Toilet Identification Sign, ID4\_Room Identification Sign, ID5\_Toilet Identification Door Sign, ID6\_Suspended Identification Sign, ID7\_BoH Room Identification Door Sign, ID4B\_Room Identification Sign [A][19](2), Re: Camden Town Hall - wayfinding and fabric removal, Re: Town Hall - removal of paint.

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

Conditions And Reasons:

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

Site Location Plan, ID8\_BoH Toilet Identification Door Sign, IF1\_Wall Mounted Building Directory, SL-BL\_Basement Level Plan, SL-GL\_Ground Level Plan, SL-L1\_Level 1 Plan, SL-ML\_Mezzanine Level Plan, Cover Letter 170122, Design Statement, DR1\_Wall Mounted Directional Sign, DR2\_Wall Mounted Directional Sign, DR3\_Sign Written Directional Sign, Existing Site Plan, ID2\_Sign Written Identification Sign, ID3\_Projecting Toilet Identification Sign, ID4\_Room Identification Sign, ID5\_Toilet Identification Door Sign, ID6\_Suspended Identification Sign, ID7\_BoH Room Identification Door Sign, ID4B\_Room Identification Sign [A][19](2), Re: Camden Town Hall - wayfinding and fabric removal, Re: Town Hall - removal of 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.

- 2 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.

- 3 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.

#### Informative(s):

- 1 Camden Town Hall is a grade II listed building. It was built during 1934-7 and is constructed on a steel frame with Portland Stone cladding. The building is set over three main storeys with a basement. The building's entrance is on Judd Street, however the building is most visible from Euston Road.

The application seeks to renew and rationalise the internal signage and wayfinding with the building. All redundant and existing signage is removed and a newly designed and rationalised system is put in place.

The signage strategy has been divided into two different types: 'Framework' signage and 'Flourishes'.

The 'framework' elements are new items that reference the qualities in the building whilst also fulfilling statutory requirements of legibility and being accessible to the diverse building users. The graphic on the signs is monochromatic in clear and concise font to ensure it is legible but also aesthetically pleasing and sensitive to the historic character of the building. These signs have been kept to a minimum as they are mostly fixed to the building using mechanical fixings.

The 'flourishes' are signs that are directly fixed to the building and read as part of the heritage. These are hand-written directional signs painted onto historic fabric. The font is based on the building vernacular already employed for the historic building.

The signage is largely reversible, apart from where screw fixings have been inserted. However, these screw fixings can be reused if signage needs to be changed, and can be easily repaired if necessary. The paint can be removed using an acetone, and will not mark the historic fabric.

It should be noted that the application proposals initially included a carving into the steps leading to the entrance from Judd Street. These proposals have been omitted from the scheme. This has been agreed by the agent in the email sent on 28th October 2022 and included in the approved set of drawings.

A legible wayfinding strategy is essential as this is a large public building.

The strategy has been developed sensitively, ensuring the historic and architectural qualities of the building are not harmed.

The proposed works will not harm the special interest of the grade-II-listed building.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses. The site's planning history has been taken into account in making this decision.

Special attention has been paid to the desirability of preserving the special interest of the listed building, under s.16 of the 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 2021 and the NPPF.

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 2021.

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, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope  
Chief Planning Officer