

Application ref: 2020/5257/L
Contact: Tony Young
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Bishop & Associates
42 - 44 Arundel Terrace
Barnes
London
SW13 8DS

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
37A Neal Street
London
WC2H 9PR

Proposal:
Alterations to shopfronts on Neal Street and Short's Gardens elevations, including replacement entrance door and tiled step, painting of shopfront frames and installation of new signage (retrospective).

Drawing Nos: Site location plan; (37aNS_)DE01_rev 1 (signage details - Short's Gardens), DE01_rev 3 (signage details - Neal Street), EFE01_rev 2, ESE01_rev 2, PFE01_rev3, PSE01_rev 3.

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: Site location plan; (37aNS_)DE01_rev 1 (signage details - Short's Gardens), DE01_rev 3 (signage details - Neal Street), EFE01_rev 2, ESE01_rev 2, PFE01_rev3, PSE01_rev 3.

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 Reason for granting listed building consent:

The principal consideration material to the determination of this application is the impact of the proposal on the Grade II listed building and its features of special architectural or historic interest.

All of the proposed works are considered to be acceptable in terms of their size, design, location, and methods of fixing and illumination in accordance with Camden Planning Guidance.

The traditional two panelled entrance door with brass ironmongery and black like-for-like tiling to the entrance step on the front elevation in Neal Street closely matches the design, proportions, materials and position of the previous modern door and step which have since been replaced. Works also included painting the existing timber framed shopfront in a black colour on both Neal Street and Short's Gardens frontages.

An externally illuminated (spot-lit) hanging sign already being displayed on the Short's Gardens elevation uses an existing wall bracket. The external method of illumination and low luminance level (190 cd/m²) is suitably low and directed towards the sign. The proposed signage does not obscure any significant architectural or historic features of the building and is considered to be acceptable in terms of its size, design, location, method of illumination and luminance level.

Concern was initially raised by the Council in regard to the unauthorised installation of 2 black shopfront frames and associated signage on Neal Street and Short's Gardens elevations. The rectangular boxed frames and integral fascia signage on both elevations obscured the curved brick arches which, though not original, are characteristic architectural features of the building. The boxed frames resulted in a dominant appearance by virtue of their design, size and projection from the building on both elevations. The integral LED downlighters were also considered to be unsuitable. As such, all these alterations were harmful to the special architectural and historic interest of this

Grade II listed building and detracted from the character and appearance of the listed Thomas Neal's Warehouse of which it forms part.

In light of these concerns, the applicant removed the unauthorised frames and signs from both frontages and omitted them entirely from the application proposals. Non-illuminated fascia signage is shown on the drawings instead which is more suitably located in recessed positions within the arches themselves so as not to obscure the curved profile and to allow a continued appreciation of its form and appearance. It is noted that previous fascia signage occupied a similar position on the principal Neal Street elevation. On that basis, the revised signage proposal is considered to be acceptable.

All works are noted as being reversible in nature which in listed building terms is a temporary arrangement that would ensure that the building fabric is preserved. Overall, therefore, the revised proposals would not be harmful to the special interest of the Grade II listed building and would preserve the special architectural and historic interest of the Grade II listed building. As such, the revised proposals are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. Two objections were received following statutory consultation and recorded in the associated consultation summary.

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 London Plan 2021 and the National Planning Policy Framework 2021.

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



Daniel Pope
Chief Planning Officer