

Application ref: 2023/1144/L
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

204-208

Tottenham Court Road

London

Camden

W1T 7PL

Proposal:

Installation of unofficial "Blue Plaque" signage for Robert Bosch on the southeast corner elevation fronting Tottenham Court Road.

Drawing Nos: 0747_Design and Access Statement (A); 0747_LB01(A) Location Plan; 0747_LB02(A) Blue Plaque Location and Details; Fixing Methodology

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:

0747_Design and Access Statement (A); 0747_LB01(A) Location Plan;
0747_LB02(A) Blue Plaque Location and Details; Fixing Methodology

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 application building at 204-208 Tottenham Court Road (Glen House) is listed as Grade II on the National Heritage List for England (No. 1379030). It is also located in the Bloomsbury Conservation Area. The building was constructed c.1913-14 by Hobden and Porri for the Bosch Magneto Co. in a Mannerist style. The façade of the ground floor commercial accommodation is delineated by 13 bays with stone pillars with grooved panels and rectangular blocks.

The proposed works relate to the installation of a "Blue Plaque" commemorating Robert Bosch on the southeast corner elevation fronting Tottenham Court Road, reading - "Robert Bosch (1861-1942) German entrepreneur and founder of Robert Bosch GmbH, whose London subsidiary, "The Bosch Magneto Company", built this building in 1913."

The design of the plaque would be modelled off the official English Heritage Blue Plaque format with a blue background and white text and boarder. It would be 400mm in diameter and installed 2000-2500mm above ground level on the last stone pillar on the buildings Tottenham Court Road façade. While signage in this location would not have been a traditional feature of the building, in this specific case the proposed plaque is appropriately scaled and located such that it will not contribute to adverse clutter on the primary elevation.

The plaque would be secured by three holes drilled into the stone pillar. This application method would require a minimal loss of historic fabric and be substantially revisable/repairable in the event the plaque is removed.

It is therefore considered that the proposed works will preserve the character and appearance of the Bloomsbury Conservation Area and not harm the special architectural or historic interest of the Listed Building.

The application has been advertised in the press and by means of a site notice,

whereby there were no consultation responses. Historic England has issued a letter of flexible authority ratified by the secretary of state, dated 24 April 2023.

- 2 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 policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 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 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