

Application ref: 2024/0457/L
Contact: Fast Track SC
Tel: 020 7974
Email:
Date: 30 August 2024

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

Firstplan
Firstplan
Broadwall House
21 Broadwall
London
SE1 9PL
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

127-128 High Holborn
London
WC1V 6PQ

Proposal: Installation of 3 x externally illuminated projecting signs; 1 x non-illuminated individual brass lettering 'Farmer J' fixed to façade; 3 x retractable branded awnings; 1 x non-illuminated brass plaque sign; 1 x internally illuminated menu board; 3 x hanging signs behind glazing; 3 x White vinyl signage applied to internal face of glazing; 1 x digital screen stand (internal); 1 x illuminated menu sign (internal).

Drawing Nos: Location Plan; 01000; 23000_P1; 23001_3; 03000; 03001; 60000; 60001_P2;

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: Location Plan; 01000; 23000_P1 ; 23001_P3;

03000; 03001; 60000; 60001_P2.

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:

The application site is a 5-storey Grade-II listed office building with retail units at Ground floor level. The building is located on the junction of Southampton Place and High Holborn.

The existing shopfront façade consists of timber framed glazed windows and door on the corner of the south elevation and on the east elevation which shall be retained.

The projecting signs will be externally illuminated by trough lights and the menu box will be internally illuminated. Illumination will be static and set at 250 cd/m which is lower than prescribed illumination levels and would be considered appropriate for this listed building.

Three traditional Victorian style retractable awnings shall be installed above existing windows on the south elevation. The awning includes the display of logos for the new shop use. All proposed signage is considered acceptable. The internally located signage is positioned such that it would not impact on historic features or fabric of the building and would preserve the special interest of the listed building.

The proposed signage is considered to be acceptable in terms of its size, design, materials, location and method of illuminations and would not appear to be incongruous in this location and setting.

The proposal has been amended during the course of the application to reduce the amount of advertisement around the main entrance to ensure this part of the elevation does not appear cluttered. The amendments comprised repositioning of the projecting sign further down Southampton Place East elevation. The vinyl adverts on the windows were also amended to be internally applied.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the special interest of the listed building of the listed building.

The site's planning and appeal history has been taken into account when coming to this decision. An objection to the application was originally received by The Bloomsbury Conservation Area Advisory Committee (CAAC), concerns were raised around illumination and installation of vinyl graphics on the exterior of the windows. The scheme was amended to reposition the projecting sign further down Southampton Place East elevation and for the vinyl graphics to be applied internally. Bloomsbury CAAC have confirmed that they no longer object to the proposals.

Special regard has been attached to the desirability of preserving the listed building, its setting 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 2013.

As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 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 2023.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer