

Application ref: 2024/5233/L  
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Date: 20 January 2025

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
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WC1H 9JE

Phone: 020 7974 4444

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A One Design Studio  
131 Wyckham Road  
Castle Bromwich  
SOLIHULL  
B36 0HU

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**232 Shaftesbury Avenue**  
**London**  
**WC2H 8EG**

Proposal:  
External alterations in connection with installation of replacement signage (retrospective).

Drawing Nos: P001, P002, P003 Rev A; Design and Access (with Heritage) Statement from One Design Studio (UK) Ltd. (ref. 276-LBC-DAS-23.11.24) dated 20/11/2024.

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: P001, P002, P003 Rev A; Design and Access (with Heritage) Statement from One Design Studio (UK) Ltd. (ref. 276-LBC-DAS-23.11.24) dated 20/11/2024.

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.

Informative(s):

1 Reasons 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.

The application seeks listed building consent retrospectively for a proposed externally illuminated (trough-lit) fascia lettering sign. The sign is externally illuminated by means of a single, centred trough light with the light suitably directed downwards towards the lettering below.

Any works of fixing are considered to be minimal and reversible in nature which in listed building terms is a temporary arrangement that would ensure that the building fabric is preserved. Moreover, the proposed sign is fixed to a modern shopfront and does not obscure any significant architectural or historic features of the Grade II listed building.

Overall, therefore, the proposal is sympathetic to the listed building and its features of special architectural or historic interest in terms of its design, size, location, colour, method of fixing, materials, luminance level and method of illumination, and is acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. One objection was received from an interested party following statutory consultation and has been taken into consideration and recorded in the associated consultation summary sheet.

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 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 2024.

- 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.
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound

insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

- 4 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, 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.
  
- 5 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) 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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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