

Mr Stuart Kern  
Quadrant Design  
3 London Court  
East Street  
Reading  
Berkshire  
RG1 4QL

Application Ref: **2014/5720/L**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

15 October 2014

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**Unit 2**  
**Victoria House**  
**37-63 Southampton Row**  
**London**  
**WC1B 4DA**

Proposal:

Internal and external alterations in association with the display of 1 x internally illuminated projecting sign, 1 internally illuminated sign behind fascia glazing and 2 x window vinyl graphics applied to shop front.

Drawing Nos: Site Location Plan; J000208\_A4\_00; J000208\_A4\_01; J000208\_A2\_00; J000208\_A2\_01; J000208\_A2\_02; J000208\_A4\_00.

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 All new work and work of making good shall be carried out to match the original 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 CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

#### Informative(s):

- 1 Reasons for granting listed building consent.

The proposed signs will not obscure any significant architectural features or otherwise visually harm the building, and is considered to be acceptable in terms of its location, proportions and design. The proposal is considered to preserve the buildings special architectural and historic interest.

Whilst the proposal will involve the removal of C20 fabric, including partition walls, ceiling lights and flooring, there will be no loss of original or otherwise significant historic fabric. The proposal is therefore not considered to be harmful to the special architectural or historic interest of the listed building.

The site's planning history was taken into account when coming to this decision. No representations were received as a result of consultation.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 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 CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.8 of the London Plan 2011, and paragraphs 14, 17 and 126-141 of the National Planning Policy Framework.

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 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment