

Mr Leslie Gregg  
Ashleigh Sign Ltd  
Ashleigh House  
Marsh Street  
Rothwell  
1 Marsh Street  
LEEDS  
West Yorkshire  
LS26 0AG

Application Ref: **2015/2399/L**

Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

28 July 2015

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:

**The Rising Sun**  
**46 Tottenham Court Road**  
**London**  
**W1T 2ED**

Proposal:

Display of 3 externally illuminated fascia signs, 1 externally illuminated projecting sign, 2 internally illuminated display cases and 2 non-illuminated awnings on Windmill Street and Tottenham Court Road elevations.

Drawing Nos: Heritage Listing; Design and Access Statement; 4 x Photo; Site Location Plan; Block Plan; [102883 RevE] 1 of 4; 2 of 4; 3 of 4; 4 of 4.

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 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.

- 3 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.

Informative(s):

- 1 Reason for granting consent:

The proposed fascia and projecting signs and awnings will not obscure any significant architectural features or otherwise visually harm the appearance of the building, and are considered to be acceptable in terms of its location, proportions, materials, design and method of illumination. The proposal will preserve the setting and special architectural interest of the listed building.

The site's planning and appeal history has been taken into account when coming to 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 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 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 2015 consolidated with alterations since 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', with a stylized, cursive script.

Ed Watson  
Director of Culture & Environment