

■ London
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CHARTERED SURVEYORS

5 Bolton Street
London

London W1J 8BA

Tel: 020 7493 4002

Fax: 020 7312 7548

www.montagu-evans.co.uk

CY/PD9350
email: charlotte.yarker@montagu-evans.co.uk

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Head of Development Control
London Borough of Camden
Planning Regeneration
5 Pancras Square
London
N1C 4AG

Dear Sir or Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007 & LISTED BUILDING CONSENT PLANNING (LISTED BUILDING AND CONSERVATION AREAS) ACT 1990 – HEAL'S BUILDING, 196 TOTTENHAM COUNTRY ROAD, LONDON

Enclosed is an advertisement and listed building consent application for the erection of signage on the corner of the Tottenham Court Road and Alfred Mews elevation of the Heal's Building. The application proposes to replicate the original Heal's & Son lettering in this elevation previously removed.

The proposal comprises new bronze letters in the font and size to match the original. The proposed advertisement replicates the original lettering which served as an advertisement for Heal's.

The lettering occurs on the southern elevation of the building. It is not considered that the signage would cause danger to road users as the lettering is flush against the corner elevation of the building set back from Tottenham Court Road. The advertisement will not result in a 'cluttering' effect potentially posing a danger to road users.

Similarly the proposed advertisement would not result in a loss of amenity. Given the commercial/retail character of Tottenham Court Road, the advertisement is appropriate. Given that the detailed design of the signage is to replicate the original advertisement for Heal's, it is considered to be entirely appropriate to the character of the Grade II* listed building and its surroundings, and the Bloomsbury and Charlotte Street Conservation Areas.

The proposals will not harm the special character of the listed building, nor will the proposed signage have a detrimental impact upon the character and appearance of the Bloomsbury and Charlotte Street Conservation Areas.

The signage will not affect residential amenity by virtue of its location fronting Tottenham Court Road, which is commercial in character and not proximate to any residential dwellings.

I trust that the application comprises sufficient information in order to enable the determination of the planning and listed building consent application. However, should further information or clarification be required please do not hesitate in contacting Charlotte Yarker at these offices (charlotte.yarker@montagu-evans.co.uk 020 7312 7532).

Yours sincerely,

A solid black rectangular box used to redact the signature of the sender.

Montagu Evans LLP

Montagu Evans LLP is a limited liability partnership registered in England and Wales with registered number OC312072. Registered office 5 Bolton Street London W1J 8BA. A list of members' names is available at the above address.