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W1J 8BA

Application Ref: **2016/2206/L**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

23 June 2016

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
The Heal's Building
196-199 Tottenham Court Road
London
W1T 7PJ

Proposal:
Installation of 'Heal & Son' lettering sign to south west (corner) elevation at upper level.
[retrospective]

Drawing Nos: Cover Letter (14/04/2016); Site Location Plan; Heritage Statement of Significance; Design and Access Statement; P(00)261 RevP1; P(0)050; P(0)051.

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 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 non-illuminated lettering sign which has been installed on the apex elevation of the host building is of similar size and design to a previous lettering sign also affixed in the same location back in the 1930s.

Although the signage is now in situ, it has however been done with great care and consideration to the historical fabric of the listed building.

The non-illuminated lettering signage is acceptable in terms of location, size and design and will not harm the setting of the host listed building, and has been installed to ensure that it respects the identity and the integrity of the building and its history.

As such, the historical fabric of the building will be minimally affected by the proposal, and the proposed sign would not cause harm to the Bloomsbury Conservation Area.

The proposal is considered appropriate in terms of size, design, location and materials to be used and will preserve and enhance the appearance and character of the conservation area and the streetscape and will not cause harm to the setting of the host and adjacent listed buildings.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

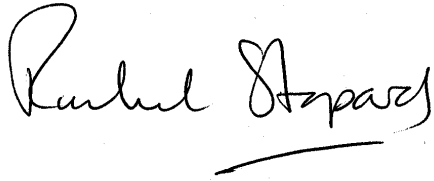
Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.8 of the London Plan 2016; 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 "Rachel Stopard". The signature is written in a cursive style with a long horizontal flourish underneath.

Rachel Stopard
Executive Director Supporting Communities