

Miss Jodie Yardley  
Retail Design Solutions  
The Mill Store Foundry Lane  
Earls Colne  
Colchester  
CO6 2SB

Application Ref: **2016/4620/L**  
Please ask for: **Darlene Dike**  
Telephone: 020 7974 **1029**

22 September 2016

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

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

Proposal: Display of signage and installation of DDA sensor.

Drawing Nos: Site Location Plan and Block Plan; P0101; Existing External Elevation;  
Proposed External Elevation; and Proposed External Signage.

The Council has considered your application and decided to grant Listed Building Consent subject to the following conditions:

#### 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 Any damage to stonework caused by the removal of the existing projecting sign and/or installation of the new projecting sign shall be repaired to make good the affected areas, which must match the original adjacent stonework in respect of materials, detailed execution and finished appearance.

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.

#### Informatives:

- 1 Reasons for granting listed building consent:

The proposed non-illuminated internal fascia sign, externally illuminated projecting sign and internally applied vinyl lettering, manifestations and opening hours sign, as well as the new DDA sensor, are considered acceptable in terms of their size, design, method of illumination and location and will not impact on the special architectural and historic interest of the building.

Positioned in the same location as existing signs, the proposed fascia and projecting signs will not obscure any significant architectural features or otherwise visually harm the building, and there will be no loss of original or otherwise significant historic fabric as a result of these signs. Similarly, the vinyl signs will have no impact on the historic fabric of the building as they are reversible and to be applied to the modern glazing only. The installation of the DDA sensor is a minor addition, again to be applied to the glazing only, and so would also have no impact on the significance of the heritage asset or historic fabric of the Grade II listed building either.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

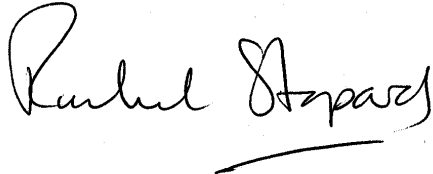
As such, the proposal is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP25 of the London Borough of Camden Local Development

Framework Development Policies. The proposed development also accords with the London Plan 2016 and 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', with a horizontal line drawn underneath the name.

Rachel Stopard  
Executive Director Supporting Communities