

Mr Jason Richards
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The Design Hub Coventry University
Puma Way
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CV1 2TT

Application Ref: **2016/6564/L**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

11 January 2017

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
200-204 Tottenham Court Road
London
W1T 7PL

Proposal:

Works associated with installation of 5 internally illuminated signage to the outside of the glass surface.

Drawing Nos: Location plan; Site Plan; 2CD01726-EPSN; Design, Access & Heritage Statement prepared by 2c design consultants; Reference Photos.

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 Reasons for granting listed building consent.

The site relates to the ground floor commercial building within grade II listed building. It is proposed to replace the existing 'Dwell' shopfront window signage on Tottenham Court Road and Alfred Mews elevations. The signs would be mounted to the outside of the glass frontage and sited in each window bay. The proposed signs would follow the current scale and illumination, therefore the size, location and type of illumination would not harm the special 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.16 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 March 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

Executive Director Supporting Communities

2016/6564/L

David T. Joyce

David Joyce
Executive Director Supporting Communities