

Mr Andrew Doel  
BrainTree Limited  
7 Gower Street  
London  
WC1E 6HA

Application Ref: **2018/2773/L**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

23 August 2018

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**7 Gower Street**  
**London**  
**WC1E 6HA**

Proposal:  
Display of 1x non illuminated brass sign (180mm x 240mm) to the right hand side of the main entrance door.  
Drawing Nos: Heritage Statement, (BTL-)001, 002, 003(-7GWRSTR)

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 development hereby permitted shall be carried out in accordance with the following approved plans: Heritage Statement, (BTL-)001, 002, 003(-7GWRSTR)



Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent 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 D2 of the Camden Local Plan 2017.

Informative(s):

- 1 The proposed non-illuminated brass sign would benefit from deemed consent rights in accordance with the provisions of Class 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007 so express consent is not required; however, as the building is a Grade II listed building, listed building consent is required. The proposed sign is considered acceptable in size, design and method of fixing. Following officer advice the sign has been reduced in size and positioned to sit within the stone facing. This is not considered to cause harm to the special architectural and historic interest of the Grade II listed host building or the character and appearance of the wider Bloomsbury Conservation Area.

No objections have been received prior to making this decision and the site's planning history has been taken into account when making 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

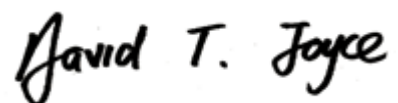
As such, the proposal is in general accordance with policy D2 (Heritage) of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2018.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D'.

David Joyce  
Director of Regeneration and Planning