



GERALDEVE

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11 September 2018

**Our ref: NFD/AKG/AROB/J7937**

**Your ref: PP-07263508**

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Dear Sir/Madam

**Planning (Listed Buildings and Conservation Areas) Act 1990  
Retail Unit R04, Centre Point Tower, Centre Point Link and Centre Point House, 101-103 New  
Oxford Street and 5-24 Giles High Street, London, WC1A 1DD  
Application for Listed Building Consent**

We write on behalf of our client, Rhubarb Food Design Limited, to apply for listed building consent for the installation of an illuminated internal menu display sign at ground floor level within retail unit R04, Centre Point Tower, 101-103 New Oxford Street and 5-24 Giles High Street, London, WC1A 1DD.

Listed Building Consent is sought for:

**“Installation of illuminated, internal menu display sign associated with existing retail unit.”**

**The Site**

The site comprises retail unit R04 at Centre Point Link which is located at part ground and part first floor level.

The site is located within the Central Activities Zone ('CAZ') and the Denmark Street Conservation Area and is Grade II listed.

**Background**

Listed building consent ref: 2017/2402/L was granted for the internal fit out works at the site on 12 June 2017.

An application for advertisement consent (ref: 2018/32258/A) was submitted on 6 July 2018 for the installation of the signage for which this application seeks listed building consent. The advertisement consent application is pending validation.

## The Proposals

The proposals are for an illuminated, internal menu display sign, installed on the inside of the retail unit shop front. The sign seeks to attract potential customers to the retail offerings at and to inform customers of the food and drink choices available within the unit.

The menu display sign will be illuminated internally through the LDC display screens (brightness level: 450 cd/msq). It will be located 0.55m behind the shop front window and fixed at a low level of 0.9m from the ground. The sign will provide five LDC display screens housed in one aluminium display unit, which is secured by two aluminium bars fixed from the ceiling to the floor. The fixtures to the internal beams will not affect any historic fabric of the listed building as the internal beams are new fabric.

## Policy Considerations

Section 38(6) of the Planning & Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the Development Plan unless material considerations indicate otherwise. Accordingly, an assessment of the proposal against the policies within Camden's Local Plan (July 2017) is set out below.

Policy D2 of the adopted Camden Local Plan seeks to preserve and where appropriate, enhance Camden's heritage assets and their settings, including conservation areas and listed buildings. Development involving listed buildings and development within conservation areas should be carried out sensitively.

Policy D4 of the adopted Camden Local Plan relates to Advertisements. It states the council requires:

*"Advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric design and scale of their setting and host building and be of the highest standard of design, material and detail."*

The internal menu display sign is well designed, sensitively located and relates to the character, scale and architectural features of the listed building and the Denmark Street Conservation Area.

The sign is of low scale and will not detract from the overall street scene. It is fixed internally at a low level and so will not be visually intrusive. The fixtures and fittings to the internal beams will not be attached to the fabric of the listed building and thus they will not harm the materiality of the listed building.

Furthermore, the sign will produce low luminance levels and so will not cause light pollution to nearby residential properties. A Heritage Statement has been prepared by CityDesigner. The Heritage Statement finds that the installation of the digital display menu sign will not adversely affect the elements of special architectural value that contribute to the heritage significance of the site.

Therefore, the proposals present no harm to the heritage significance, or the ability to appreciate the listed building in compliance with the policies of the NPPF and accord with Local Plan Policies D2 and D4.

### Application Documentation

The following documents have been submitted via the planning portal (Ref. PP-07263508) in accordance with Camden's requirements:

- Completed listed building consent application form;
- Site location plan;
- Existing and proposed floorplans and elevations, prepared by S&Y Architects; and
- Heritage Statement, prepared by CityDesigner.

There is no fee for the application for listed building consent.

We look forward to confirmation of registration and validation of the application shortly. In advance of this, if you have any queries, please do not hesitate to contact Natalie Davies (020 7333 6371) or Amy Robinson (020 3486 3609) of this office.

Yours faithfully



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