

Application ref: 2018/4195/L
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Date: 25 October 2018

Development Management
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Planning Resolution Ltd
Thorncroft Manor
Thorncroft Drive
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KT22 8JB

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**2-6 Southampton Row
London WC1B 4AA**

Proposal:

Display of an illuminated sign above canopy on the main hotel entrance on Southampton Row and display of a non-illuminated sign above canopy on the restaurant/bar entrance on Catton Street.

Drawing Nos: 586EW101-2, 586EW103-2 rev C1, location plan

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: 586EW101-2, 586EW103-2 rev C1, location plan.

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 Reasons for granting consent-

The illuminated sign above the canopy on the main hotel entrance in Southampton Row comprises the l'oscar logo in bronze uplit by a hidden dimmable LED strip; the non-illuminated sign above the canopy on the restaurant entrance in Catton St comprises lettering 'The Baptist Bar' in bronze. Both are considered appropriate in location, design, size and materials for this new hotel; they are skilfully designed, high quality and modest in advertising the new entrances, given that there is no traditional fascia strip to place signage. They will have no harmful impact on the character and fabric of the listed building.

The proposal is considered to preserve the appearance and special interest of the Grade II* listed building. Special regard has been attached to the desirability of preserving the listed building, its setting 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 2013.

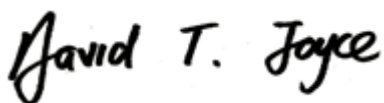
No objections have been received prior to making this decision. Historic England has issued its authorisation. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and D2 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2018.

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, slightly stylized font.

David Joyce

