

Application ref: 2018/5266/L  
Contact: Colette Hatton  
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Date: 15 November 2018

**Development Management**  
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Gerald Eve LLP  
72 Welbeck Street London W1G 0AY

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Approval of Details (Listed Building) Granted**

Address:

**Centre Point**  
**101-103 New Oxford Street**  
**5-24 St. Giles Street**  
**London**  
**WC1A 1DD**

Proposal:

Condition 6h of 2015/5069/L

Drawing Nos: Application form, 181030 Cover Letter, 552-10071-CPA-PL2-Existing - Site Plan, 552-10070-CPA-PL2-Existing - Location Plan, 3735.03(39) PROPOSED TOTEM SIGNAGE, 3735.03(37)A PROPOSED TOTEM SIGNAGE.

The Council has considered your application and decided to grant Approval of Details (Listed Building) subject to the following condition(s):

Conditions And Reasons:

Informative(s):

- 1 Centre point is a grade II listed building located on Oxford Street, Charing Cross Road and St Giles High Street. Constructed between 1961-66, the building consists of three elements, a 33 storey tower to the west, 9 storey rectangular block to the east and a link over St Giles High Street connecting

the two blocks at first-floor level. The building has a mixture of uses, but is predominantly commercial at ground floor level.

The application relates to the discharge of condition 6h of listed building consent granted on 5th April 2016 with reference 2015/5069/L which reads as follows:

'Detailed drawings, samples of materials and method statement as appropriate, in respect of the following, shall be submitted to and approved in writing by the Council before the relevant part of the work is begun:

h) Details of all signage including method of fixing to the soffit.'

The proposals are for two totem signs on the New Oxford Street elevation. The signs are internal and constructed from concrete with internally illuminated applied lettering. The signs are fixed to the floor on a steel floor plate. The sign will attract public attention but will not detract from the architectural qualities of the listed building or the character of the surrounding conservation area.

The proposed works will not harm the special interest of the grade-II-listed building.

Special attention has been paid to the desirability of preserving the special interest of the listed building, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

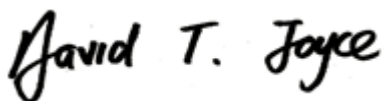
As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the NPPF.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of 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 slanted style.

David Joyce  
Director of Regeneration and Planning