

Application ref: 2018/5265/L
Contact: Colette Hatton
Tel: 020 7974 5648
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

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, 552-10070-CPA-PL2-Existing - Location Plan, 3735.03(36)A, 552-10071-CPA-PL2-Existing - Site Plan, 3735.03(36)B PROPOSED SIGNAGE(2), 3735.03(38)A PROPOSED KITCHEN 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 read as follows:

'Detailed drawings, samples of materials and method statements 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 show a sign above the entrance on new Oxford Street. The sign is constructed from wire mesh with applied, internally illuminated lettering. The mesh is fixed to the ceiling using push in anchors. The sign is appropriate in scale and illumination as it will alert the public to the existence of the restaurant without detracting from the architectural and historic interest of the building.

There will be additional signage on each kitchen unit within the restaurant, in the form of internally illuminated acrylic boxes. The signs are fairly modest but will create interest and critically will not compromise or compete with the historical elements of the building.

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

The site's planning history has been taken into account in making this decision.

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

David T. Joyce

David Joyce
Director of Regeneration and Planning