

Application ref: 2019/4425/L  
Contact: Tony Young  
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Date: 6 November 2019

**Development Management**  
Regeneration and Planning  
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Town Hall  
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Pegasus Group  
Pavilion Court  
Green Lane  
Garforth  
Leeds  
LS25 2AF

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**118-132 New Oxford Street  
London  
WC1A 1HL**

Proposal: External alterations in connection with the display of 5 x internally illuminated fascia signs and 1 x projecting sign to New Oxford Street, Tottenham Court Road and Bainbridge Street elevations.

Drawing Nos: (50941725-AR01-)00-1000, E1-0202-PL rev C; 126418 rev D; Halifax rebranding images; Cover letter from Pegasus Group (ref. 010.nw/P17-2471) dated 30th August 2019; Planning, design and access statement from Pegasus Group (ref. P17-1505.002) dated August 2019; Heritage assessment from Pegasus Group (ref. P17-1505) dated August 2017.

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: (50941725-AR01-)00-1000, E1-0202-PL rev C; 126418 rev D; Halifax rebranding images; Cover letter from Pegasus Group (ref. 010.nw/P17-2471) dated 30th August 2019; Planning, design and access statement from Pegasus Group (ref. P17-1505.002) dated August 2019; Heritage assessment from Pegasus Group (ref. P17-1505) dated August 2017.

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 Reason for granting listed building consent:

The host property is a Grade II listed building situated on the corner of New Oxford Street and Tottenham Court Road. The steel-framed stone-faced building dates from 1929-30 and was built as Burton's menswear headquarters, with associated flagship shop. The ground floor retail shopfront that forms part of this current application was altered in the late 20th Century and more recently since, and comprises a modern, fully-glazed frontage with contemporary existing signage. The principal consideration material to the determination of this application is the impact of the proposal on the host building and wider terrace, and to any features of special architectural or historic interest.

The proposals seek to replace existing signage approved in 2017 (ref. 2017/4926/L and 2017/4927/A) with signage that would be broadly similar in appearance. The height of the proposed fascia lettering would be the same as the existing lettering and be a similar white colour on a blue background. The lettering and logos would be fitted to the existing back box and sit within the overall lines of the existing fascia on all elevations. The proposed projecting sign would replace an existing sign and be appropriately located in a similar position at fascia level. Internally illuminated signs would not normally be acceptable within a conservation area or on a listed building; however, in this particular instance, the luminance levels are suitably low (no higher than 436 cd/m<sup>2</sup> on all signage) and with only the lettering/logos illuminated (the blue background panel remaining non-illuminated) similar to the existing approved signage.

As such, the proposed signs would not appear as incongruous in this particular context, nor noticeably different from the existing previously approved signage, and consequently the visual impact on the exterior of the listed building would be low. Any methods of installation or fixing would also ensure that any

alterations would be reversible in nature. Overall therefore, in terms of the detailed design, size, methods of fixing, colour, location, materials, methods of illumination and luminance levels, the proposals are considered to be acceptable as they would preserve the special architectural and historic interest of the Grade II listed building.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

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 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan (Part 3: Visions and Objectives), the London Plan 2016, and the National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 5 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.

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 2019.

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, appearing to read 'DPope', is positioned above the printed name of the Chief Planning Officer.

Daniel Pope  
Chief Planning Officer