

Application ref: 2021/1148/L  
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Date: 27 April 2021

**Development Management**  
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TJP Architects  
4 Chestnut Court  
Jill Lane  
Sambourne  
B96 6EW

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:  
**204-208 Tottenham Court Road**  
**London**  
**W1T 7PL**

Proposal:

Alterations in connection with the display of 2 externally illuminated projecting signs and 5 internally illuminated signs displayed inside the premises behind shopfront glazing (all replacing similar existing signs).

Drawing Nos: (035-)200A, 201, 202B, 206B, 207B, 208; Heritage statement from TJP Architects (ref. HS/001) dated 12/03/2021.

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: (035-)200A, 201, 202B, 206B, 207B, 208; Heritage

statement from TJP Architects (ref. HS/001) dated 12/03/2021.

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:

All internal and external signage is considered to be appropriate in terms of their design, scale, colour, materials, location, methods of fixing and illumination, and luminance levels. Existing trough lighting will be used to illuminate the proposed external projecting signs. All alterations would be reversible in nature and would not involve any intervention into the historic fabric of the building. Furthermore, the proposals would not obscure any architectural features or visually harm the appearance of the listed building either internally or externally.

Overall, the proposals would preserve the special architectural and historic interest of the Grade II listed building and are acceptable.

An objection from the Bloomsbury Conservation Area Advisory Committee and the site's planning history have been taken into account when coming to this decision.

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 2013.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2019.

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 centered within a light gray rectangular box.

Daniel Pope  
Chief Planning Officer