

Application ref: 2021/2821/L
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Gerald Eve LLP
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**Retail Units 1 and 2
Centre Point link
New Oxford Street
London
WC1A 1DB**

Proposal:

Display of 3 x glaze-fixed illuminated advertisement signs at ground floor commercial unit, for a period of 1 year.

Drawing Nos: Site Location Plan 03(01); Arcade Plan; Proposed Signage Plan; External Signs

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

Conditions And Reasons:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan 03(01); Arcade Plan; Proposed Signage Plan; External Signs

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.

- 2 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.

- 3 The advertisement shall be permitted for a limited period of 1 year from the date of this permission.

Reason: The type of advert is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017

Informative(s):

- 1 The proposed adverts would not be fixed to the listed elements of the building and the letters would be applied directly onto the glazing of the exterior glass of the building. It is considered that the installation of the advertising will be of a reversible nature attached to the glass of the exterior and would only be for a temporary period causing no harm to the special interest of the grade II listed building.

No objections were received prior to making this decision. The site's planning history has been taken into account when making 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 (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 2021 and the National Planning Policy Framework 2021.

- 2 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 in the upper left quadrant of the page.

Daniel Pope
Chief Planning Officer