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# FREETHS

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06 October 2021

Our Ref: LXY/1683/2168987/2/LY

By Email

Dear Sir/Madam

APPLICATION FOR LISTED BUILDING CONSENT FOR SIGNAGE  
2 MARYLEBONE ROAD, LONDON, NW1 4DF

We are instructed by Which? Limited, to submit a listed building consent application for proposed signage at the above site. A separate advertisement consent application has also been submitted to the Local Planning Authority.

## Introduction

Which? Limited is part of the Consumers' Association, a registered charity and company who are consumer champions, promoting informed consumer choice in the purchase of goods and services. 2 Marylebone Road is the company headquarters of Which?

The application seeks listed building consent for 4 No. non-illuminated brass nameplates on either side of the main entrance door onto Marylebone Road.

The signage replaces the two existing 'Which?' nameplates, reducing them in size, and adding a further nameplate for 'Joelson', a tenant of the building, and a blank nameplate for any future tenant and to balance the appearance of the building.

The application comprises the following documents/drawings:

- Completed Application Forms
- Site Location Plan
- Which? Building Signage Elevation
- Existing site photo document
- A Heritage Statement/Design and Access Statement (within this covering letter)

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## **Site and Surroundings**

The site is located on Marylebone Road, between Albany Street to the east and Peto Place to the west. The premises have existing signage in the form of 2 number brass nameplates, either side of the entrance door onto Marylebone Road. Both signs are branded with 'Which?'.

The building is Grade II\* listed.

## **Local Policy**

The development plan comprises London Plan (2021) and the Camden Local Plan (2017). The relevant policies are as follows:

- London Plan Policy HC1 'Heritage Conservation and growth' which identifies that development proposals affecting heritage assets should conserve their significance by being sympathetic to the assets significance and appreciation within their surroundings.
- Camden Local Plan Policy D2 'Heritage' which states that in respect of Listed Buildings that the Council will resist proposals for alterations to a listed building where this would cause harm to the special architectural and historic interest of the building.

## **National Policy**

Section 16 of the NPPF 'Conserving and enhancing the Historic environment. This section sets out how LPAs should determine applications affecting heritage assets. It requires that the significance of the asset is established and sets out the parameters of how different levels of harm should be assessed, with the key principle of great weight being attached to the asset's conservation and the more important the asset, the greater the weight should be.

## **Statement of Significance**

Paragraph 189 of the NPPF states "*In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*"

The Historic Environment Record has been consulted. Number 2 and attached railings, 2 Marylebone Road were listed in June 1954 (formerly listed as Albany Terrace, Marylebone Road Nos 4, 5 and 6). The listing comprises 3 terraced houses from the early 19<sup>th</sup> century with later alterations. The property is 4 storeys with a basement and has a stucco exterior, rusticated at ground floor. At ground floor are round-arched openings linked by impost bands, doorways with fanlights and panelled doors (part glazed) and a projecting Doric loggia to ground floor of centre bays with balustraded parapet above surmounted by urns.

## **Impact of Proposed Signage**

The proposed signage on the building is extremely modest in size and seeks to replace existing signage. Signs 1 and 2, which consist of the two Which? branded signs constitute replacement signs, but smaller than that which currently exists. Signs 3 and 4, which constitute the Joelson and blank

nameplate are new signs, but in the same style as existing signs. Brass nameplates are considered appropriate to the historic nature of the building.

The proposed signage is non-illuminated and is proposed to be fixed to the building using screws. Where possible existing holes will be used, but where this is not possible the holes will be filled and painted to match the existing colour of the building.

The main change in appearance of the building relates to the addition of the two additional brass nameplates, which, given their limited size and design, are appropriate to the setting and do not detract from the building's appearance.

The scheme will have no impact on the key external architectural features of the building, nor will it have any adverse impact on either its historical significance. Therefore the scheme accords with the requirements of Policy HC1 of the London Plan, Policy D2 of the Local Plan and the NPPF.

We trust the above is sufficient to validate the application. Should you have any queries please contact me on the details at the top of this letter.

Yours faithfully

This document is "unsigned" as it is electronically forwarded.  
If you require a signed copy then please contact the sender.

Liz Young

Senior Associate

Please respond by e-mail where possible