

Application ref: 2021/5439/L
Contact: Fast Track Team
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Date: 6 December 2021

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Mr Joe Pearson
Dales Farm
Clifton Road
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FY4 4QA
UK

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

200-204

Tottenham Court Road

London

W1T 7PL

Proposal:

Display of 2x internally illuminated signs behind existing glazing and 2x non-illuminated projecting signs, installation of new door handles to shopfront and re-tilling of the plinth and painting of piers, and internal alterations to enable shop fit out.

Drawing Nos: B100 A; B100 B; G101 A; G101 B; G100 C; G100 D; C100; C101; C102; C103; C104; C105; L100; B100; ISS

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:

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 permission:

The proposed internal illuminated signage is a replacement of the existing illuminated signage, and is of broadly the same scale and location. The proposed external signage is also broadly equivalent to the existing condition. The advertisements are considered acceptable in terms of scale, design, materials, location and method of illumination.

The signage is restrained and appropriate for this handsome frontage and preserves the listed building.

The existing shop interior has undergone considerable work historically and little to no original interior details or fabric remains. The interior is essentially a commercial shell. The shop fit out will not harm the significance of the historic building and as such as acceptable.

The proposals also include repainting of piers and re-tiling of the plinth. The piers are already painted and the plinth has already been clad in modern tile. Therefore this element of the work is essentially like-for-like. The new door handles replace modern door handles on a modern door are of appropriate scale and materials. The alterations to the shopfront would preserve the listed building.

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 2016 and the National Planning Policy Framework.

- 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 2021.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer