

TS/LW/DP4830

1<sup>st</sup> February 2020

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Dear Sir/Madam,

**HARCOURT HOUSE, 19a CAVENDISH SQUARE, LONDON, W1G 0PN**

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990 (AS AMENDED)**

**APPLICATION FOR LISTED BUILDING CONSENT TO DISPLAY ADVERTISEMENTS**

On behalf of our client, The Royal Marsden NHS Foundation Trust, please find enclosed an application for Listed Building Consent for the display of two advertisements at Harcourt House, 19a Cavendish Square.

In support of this application please find enclosed the following documentation;

- Location Plan prepared by Ansell & Bailey; and
- Proposed Drawings prepared by Ansell & Bailey.

This application is solely for Listed Building Consent and as such an application fee is not applicable.

### **Scope of formal application**

Class 2(C) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides deemed consent for advertisement that relates to an institution of a religious, educational, cultural, recreational or medical or similar character at the premises where it is displayed, subject to the following conditions:

- (1) Not more than one advertisement is permitted in respect of each premises or, in the case of premises with entrances on different road frontages, one advertisement at each of two such entrances.
- (2) No advertisement may exceed 1.2 square metres in area.
- (3) No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in an area of special control.
- (4) No part of the advertisement may be more than 4.6 metres above ground level, or 3.6 metres in an area of special control.
- (5) Illumination is not permitted unless—



- a. the advertisement states that the services of a practitioner in human health or a veterinary surgeon are available at the premises on which the advertisement is displayed, or that medical or veterinary supplies are available there;
- b. the illumination—
  - i. is by static means,
  - ii. includes no intermittent light source, flashing lights, moving parts or features, exposed cold cathode tubing, animation or retroreflective material, and
  - iii. is in a manner reasonably required to fulfil the purpose of the advertisement; and
- c. the levels of luminance do not exceed the levels set out in paragraph 2 of Part 2.

The proposed signage is for the purposes of identification of a medical institution and would meet all of the above conditions. The two proposed signs are therefore considered to benefit from deemed consent under Class 2(C) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

However, given that the Site is a Listed Building, Listed Building Consent is sought in order to erect these two signs at the entrance of Harcourt House.

## Design

The proposed signs are small in nature and serve purely as identifiers for the medical entrance of Harcourt House. The design, size and materials of the proposed signs have been carefully considered in order to minimise any impact upon the historic fabric of the building, and have been designed to match the plaques proposed via a concurrent application for the residential entrance to Harcourt House (19 Cavendish Square). The installation of these two signs would not be harmful to the special interest of the listed building and propose a curved brass design to ensure maximum harmony with the overall building design. As such, the two proposed signs are considered to accord with the NPPF, Policies S25 and S28 of Westminster's adopted City Plan (2016), Policies DES1, DES5, DES9 and DES10 of Westminster's Unitary Development Plan (2007) and Westminster's 'Repairs and Alterations to Listed Buildings' SPG (1996).

## Summary

The signage proposed as part of this application are considered to benefit from deemed consent under Class 2(C) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The proposed signs are sympathetic in their design, minor in scale and would not result in any damage or degradation to the Listed Building at Harcourt House.

We trust that the enclosed provides sufficient information for the application to be processed and registered. If you require any further information, please contact Louise Welham or Tom Sweetman at this office.

Yours sincerely,

**DP9 Limited**