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Dear Neil,

ADVERTISEMENT CONSENT APPLICATION AT 112A GREAT RUSSELL STREET, LONDON WC1B 3NP

On behalf of our client, Central London Investments Limited, we hereby submit an application for advertisement consent for signage comprising:

"1 x Internally illuminated fascia sign and 1 x internally illuminated projecting sign"

The application follows LB Camden Planning Committee's resolution to grant a minor material amendment 2022/5446/P to planning permission 2015/3605/P (amended by consent 2020/1438/P). At The application permitted a development comprising an 187-room hotel at basement levels -4 and -5, which would be accessed from the ground floor on Great Russell Street.

It is essential that some form of signage is displayed to direct hotel guests to the entrance. Two signs are proposed – a fascia sign and a projecting sign. LB Camden's Design CPG confirms this, and explains that:

"Shops and businesses need to ensure that their name and other details are clear displayed on their premises"¹

Both of the proposed signs are designed to be subtle, through the use of gentle internal illumination, lower case lettering and a calm colour palette that complements the colour of the existing building. This subtlety ensures that both signs would conform to the local character of the area.

This approach is supported by LB Camden's Advertisements CPG, which states that:

¹ Camden Planning Guidance – Design, Para 6.28

*"As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the host building as little as possible."*²

LB Camden's Design CPG offers further guidance and advises that:

"Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units. Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene.

*Projecting and hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level."*³

The proposal accord with this guidance, as only one fascia sign and one projecting sign is proposed. Furthermore, the projecting sign is positioned to the side of fascia sign at the same level.

Overall, the proposed signage would accord with LB Camden's Advertisements and Design CPGs through its subtle design.

In support of this application, we enclose the following documents:

- Application Form
- This Covering Letter
- CIL Form
- Site Location Plan
- Architectural Drawing (Criterion Capital)

The application fee of £132 has been paid. We look forward to receiving confirmation that the application is valid.

Yours sincerely,



Tarun Cheema
Planner
Centro Planning Consultancy

² Camden Planning Guidance – Advertisements, Para 1.7

³ Camden Planning Guidance – Design, Para 6.29-6.30