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Elaine Quigley
Planning Advice and Information Service
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

Prashanna Vivekananda
E: prashanna.vivekananda@savills.com
M: +44 (0) 79 6655 4374

33 Margaret Street W1G 0JD
T: +44 (0) 20 7499 8644
F: +44 (0) 20 7495 3773
savills.com

Dear Ms. Quigley,

**AMBASSADORS BLOOMSBURY, 12 UPPER WOBURN PLACE, LONDON, WC1H 0HX
FULL PLANNING APPLICATION FOR EXTERNAL ALTERATIONS AND ADVERTISEMENT CONSENT**

We are instructed by Guidezone Limited, to submit an application for external alterations, including advertisement consent, to the façade of Ambassadors Bloomsbury, 12 Upper Woburn Place, London, WC1H 0HX (hereby known as 'the Site').

This application comprises the following information:

- This Covering Letter (Savills);
- Completed Application & CIL Forms;
- Statutory Application Fee £366.00 (paid via Planning Portal);
- Design & Access Statement, April 2023 (ICA);
- Lighting Strategy, May 2023 (Elektra)
- Drawings, as follows:

Drawing Reference	Drawing title	Scale and Size
PL(00)100 Rev A	Location Plan	1:1250 @A3
PL(00)101 Rev A	Site Plan	1:500 @A3
PL(00)200 Rev A	Existing and Proposed Ground Floor Plan	1:50 @A1
PL(00)201.1	Existing Outdoor Terrace Plan	1:50 @A3
PL(00)201.2	Proposed Outdoor Terrace Plan	1:50 @A3
PL(00)202 Rev A	Proposed Sign and Gate Details	1:20 @A3
PL(00)300	Existing SW Elevation	1:50 @A1
PL(00)301	Existing SE Elevation	1:50 @A1
PL(00)302 Rev A	Proposed SW Elevation	1:50 @A1
PL(00)303 Rev A	Proposed SE Elevation	1:50 @A1

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Background

Ambassadors Bloomsbury is located on the corner plot between Upper Woburn Place to the south west and Woburn Walk to the south east. The application Site comprises part of this existing hotel, specifically the front and side elevations, entrance area and terrace. The site location is illustrated in Figure 1.

Site Location Plan

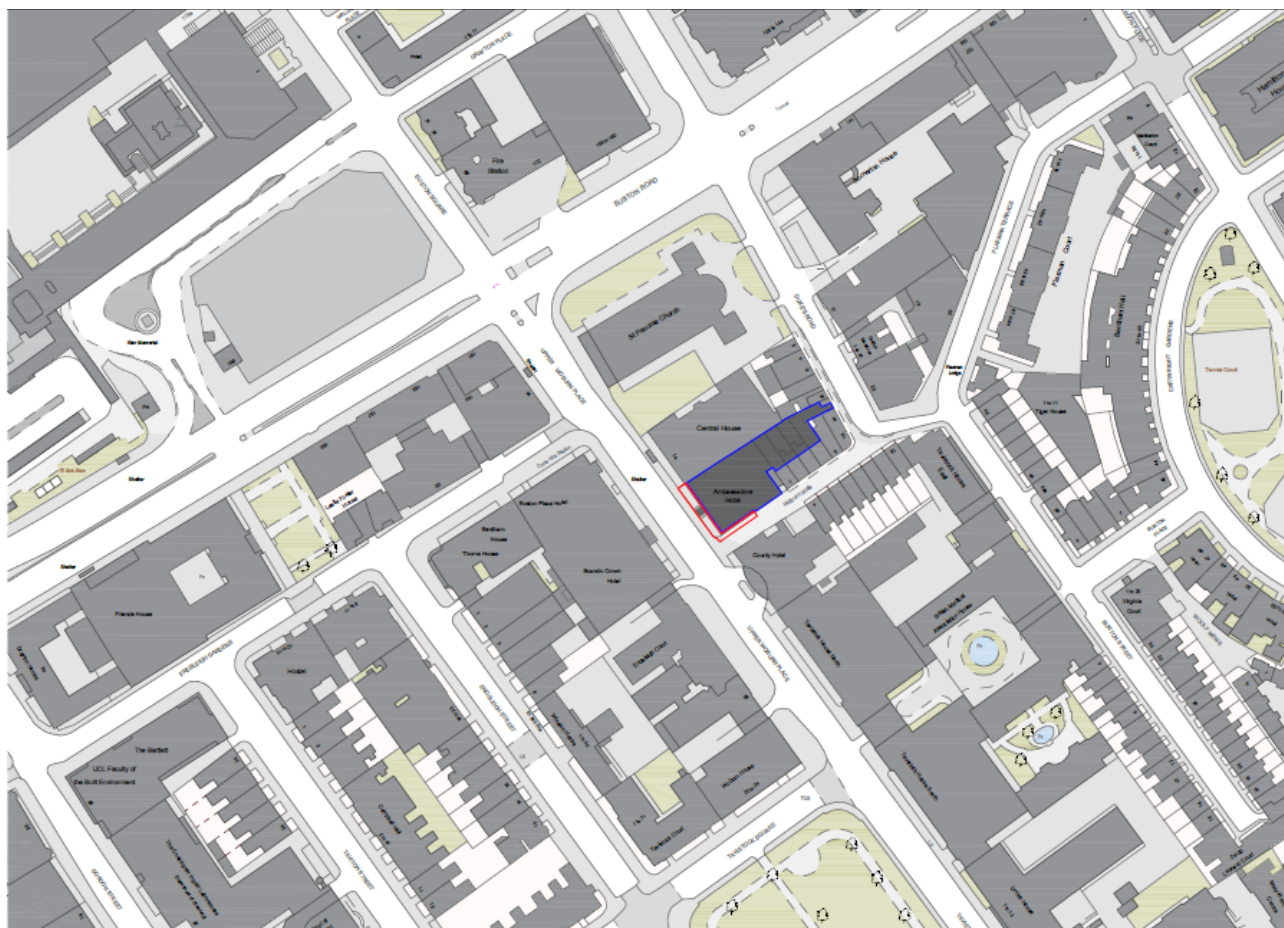


Figure 1: Site Location Plan

The existing hotel is 8 storeys in height, including basement level, and is of typical brick and stone construction. The Property has been in lawful use as a hotel (Class C2). A lower addition to the hotel extends from the main hotel building to the rear of properties that front onto Duke's Road and adjacent to properties along Woburn Walk. Central House is located adjacent to the north west and separates the Site from the Grade I listed Church of St Pancras.

The Site is accessed from the south west via a main entrance on Upper Woburn Road with an additional side entrance which provides wheelchair access to the hotel restaurant from south east along Woburn Walk.

The immediately adjacent environment surrounding the Site is characterised by commercial uses with a number of hotels in the direct vicinity, however there is also a mixture of residential and community uses in the wider area. Central House to the north west accommodates uses linked to University College London.

The site is located within the Bloomsbury Conservation Area. There are a number of listed buildings in proximity to the subject site, including:

- Grade I listed Church of St Pancras and Grade II listed drinking fountain in its churchyard to the north west
- Grade II listed Hilton Hotel to the west
- Grade II* listed 1-9 and 9a Woburn Walk, 4-18 and 4A-18A Woburn Walk and Grade II listed lamp posts on Woburn Walk to the south east
- Grade II* listed 2-16 Dukes Road to the east

Planning History

Below is the available planning history for the existing hotel.

- 2019/6218/P | The removal of existing plant and the installation of new plant equipment at roof level | Granted (20/04/2020)
- 2008/3202/P | Retention of two sheds located on the flat roof of the hotel (2nd floor level) for a temporary period of three years | Granted (02/09/2008)
- 2005/5315/A | The display of 2x internally illuminated (LED foil) signs on the front elevation 1st to 4th floor levels | Granted (08/12/2005)
- 2005/5312/P | The erection of a glazed canopy above window south to main entrance and replacement of window by door, new glazed balustrades, stone entrance steps on Upper Woburn Place frontage, new glazed canopy over main entrance, and new glazed bay to ground floor of Woburn Walk frontage | Granted (07/01/2006)
- 2003/3077/P | Replacement of existing 14 windows to rear elevation with aluminium framed windows | Granted (09/01/2004)
- 2003/1692/P | Replacement of windows to Woburn Walk and Upper Woburn Place on floors 1-6. Installation of new plant on roof and a new rooflight to replace existing | Granted (24/11/2003)
- PS9904473 | The installation of air handling equipment including 12 air conditioning condensers and acoustic screening at first floor level on the rear roof area, as shown on A4 size print of 4 photographs, drawing numbers JNBE/22128/PL1C & 619/101/A, and Environmental Noise Survey report 9408/1 | Grant Full Planning Permission (conds) (21/07/1999)
- 9501632R2 | The construction of a ramp, terrace and new access and the recladding of the existing canopy and projecting sign, as shown on drawing number 1661/01P | Grant Full Planning Permission (conds) (08/01/1996)

Proposed Works

It is proposed to deliver minor external alterations and signage to the exterior of the existing hotel to facilitate its rebranding and substantially improve the quality and presence of 12 Upper Woburn Place, creating a more attractive hotel which better fits within the context of the Bloomsbury Conservation Area.

This proposal aims to improve the site's exterior and accentuate its architectural features while providing an updated appearance suitable for the competitive hotel market. To do this, the following exterior alterations are proposed:

- 2no. internally illuminated blade advertisements to replace existing on the southwestern elevation;
- 2no. replacement light globes with signage, framing the main entrance steps;
- Replacement curved sign to restaurant canopy on the southwestern façade;
- Replacement tiles to the entrance, steps and terrace;
- New gate at the entrance to the terrace;
- Planters along balustrades with soft landscaping;
- Replacement and new lighting to facades, canopy, entrances, steps, ramp, windowsills and planters.

The proposed description of development is as follows:

Minor external alterations and advertisement consent to existing hotel including illuminated signage, lighting, terrace gate, paving, landscaped planters and associated works.

Details of the proposed signage and alterations are provided below, and further details can be found in the submitted Design & Access Statement by ICA and Lighting Strategy by Elektra.

The proposed character of the alterations and signage is inspired by the history of the Conservation Area, including its affiliation with the Bloomsbury Set and The Memoir Club. Proposed lighting seeks to highlight existing architectural features of interest. The proposals seek to ensure a contextual approach to design, making direct reference to the history of the Conservation Area and its setting.

All lighting has been designed to limit light spill. Signage will be internally illuminated, channelling light through the sign lettering. The signage will replace existing signage locations, introduced on existing fittings where possible.

Planning Context & Assessment

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan for the Site comprises:

- London Borough of Camden Local Plan (2017) ('LBCLP'); and
- London Plan (2021) (LP)

Both the National Planning Policy Framework ("NPPF") and National Planning Practice Guidance ("NPPG") are material considerations along with the local Camden Planning Guidance ("CPG"). The Bloomsbury Conservation Area Appraisal and Management Strategy (Adopted in April 2011) is also relevant to this proposal.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out the advertisement control system. Where a proposed advertisement does not comply with the specific conditions and limitations of Class A to I of Schedule 1 or within Schedule 3 of the Regulations, express consent is required from the local planning authority.

All advertisements must comply with Schedule 2 of the Regulations, these are:

1. no advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
2. no advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
3. any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
4. any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
5. if an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

London Plan (2021) Policy D8 states in Part B that lightning, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution. Policy D4 of LBCLP states that it will support advertisements which preserve the character and amenity of the area, and preserve and enhance conservation areas.

Also of consideration is Department for Communities and Local Government - Outdoor advertisements and signs: a guide for advertisers (2007).

Finally, the Council's Adverts CPG (2018) provides guidance on advertisements within the Borough. The SPG provides guidance on the types of acceptable advertisements and the illumination of advertisements, which will be important for this application.

Pre-Application Meeting

On 10th March 2023, a pre-application meeting occurred with Elaine Quigley of LB Camden Council to discuss the proposals. The proposals were subsequently taken to Camden consultees, including its Conservation Officers for feedback. No concerns with the principle of the proposed alterations and signage were raised, except for previously proposed signage on the Woburn Walk elevation which is no longer proposed for this application.

Planning Assessment

Policy D3 of the London Plan states developments should respond to the existing character of a place and should be of high quality. Policy D1 of the Camden Local Plan requires high quality design in development which respects local context and character, which is echoed in the Bloomsbury Conservation Area Appraisal and Management Strategy (2011). The proposed alterations to the façade of the Site will improve the overall quality and appearance of the Site through the high quality design that is contextual and references the history of the Bloomsbury Conservation Area. The proposed development is therefore in line with the above policies.

Policy HC1 of the London Plan notes the importance of using design to mitigate any negative impact to heritage assets and their settings. This is supported by Policy D2 of the Camden Local Plan which requires development to preserve or, where possible, enhance the character and appearance of the area. It is noted in the Bloomsbury Conservation Area Appraisal and Management Strategy that minor alterations to buildings in this area must complement one another as they contribute as part of a group to the overall character of the Conservation Area. The proposed minor works of the Site will reflect the high quality design and lighting of surrounding properties on Upper Woburn Road, including the Hilton Hotel, located opposite the site (granted in 2016, ref. 2016/5765/L).

Moreover, the exterior alterations have been designed to improve the existing appearance of the property to better integrate into the surrounding context of the Bloomsbury Conservation Area. The existing lighting is inefficient and causes unwanted light spill and high glare while failing to highlight the hotel's attractive architectural features, many of which are characteristic of the Conservation Area. Moreover, existing signage and features have become dated and lack context. The proposed works will improve the appearance of the property, enhancing the building within its context, in accordance with London Plan Policy HC1 and Policy D2 of the Local Plan.

Planting will be introduced along the terrace balustrades in order to soften the appearance of the hotel. The proposed new metal gate to the external terrace steps is reflective of the cast iron railings found in the Conservation Area (paragraph 3.30 of found in the Bloomsbury Conservation Area Appraisal and Management Strategy) to control access outside of operational hours.

Policy D5 of the London Plan notes that sites should be designed inclusively, including the ability to be entered, used and exited safely. This is reflected in Policy C6 of the Local Plan in which buildings are expected to be accessible and inclusive to all, noting the ability to enter and exit safely. The existing steps to the main entrance situated along Upper Woburn Place and side entrance along Woburn Walk are currently not sufficiently lit, leaving potential for trips or falls and making the property uncompliant with these planning policies. However, the lighting proposals will incorporate stair tread lighting to the main entrance and downlighters to the side entrance to improve safe access.

Policy D4 of Camden's Local Plan relates to advertisements and supports proposals which preserve or enhance the character of conservation areas. The acceptable advertisements and signs, as stated in paragraph 1.7 of

the Borough's Adverts CPG, are those which 'respect the architectural features of the host building and the character and appearance of the surrounding area'.

Paragraph 136 of the NPPF notes the importance of advertisement design with the interest of quality and character of place. Policy D4 of the Camden Local Plan requires advertisements to preserve and enhance the character of the area and building. This is echoed in paragraph 5.49 of the Bloomsbury Conservation Area Appraisal and Management Strategy notes the effect on which advertisements can have in Conservation Areas.

Policy D8 of the London Plan notes that advertisements with lighting should be carefully considered to not be intrusive or increase light pollution. This is reflected in Policy D4 of the Local Plan which states that the Council will resist advertisements which cause light pollution to nearby residential properties. Proposed lighting will replace existing lighting and seeks to improve light spill. The proposed lighting will be LED and have better controls to ensure more sustainable use. The enclosed Lighting Strategy by Elektra sets out the proposed lighting levels and demonstrates that there should be no resulting impact to sensitive receptors or road safety.

Conclusion

For the reasons set out above we consider that the proposed development accords with the relevant planning policies and would deliver material planning benefits by way of improved building appearance to enhance the surrounding townscape and character of the Bloomsbury Conservation Area.

We trust you have all the necessary information to register, validate and determine the planning application but please do not hesitate to contact me should you have any queries.

Yours sincerely

A handwritten signature in dark ink, appearing to read "Savills" in a stylized, cursive script.

Prashanna Vivekananda
Associate