

Application ref: 2023/2314/A
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Savills
33
Margaret Street
London
W1G 0JD
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

12 Upper Woburn Place
London
Camden
WC1H 0HX

Proposal:

Display of 2 high level internally illuminated blade signs, 2 internally illuminated globe signs adjacent to entrance steps and canopy sign above restaurant door

Drawing Nos: PL(00)202 (Rev A); Design and Access statement; Façade lighting strategy (dated 4th May 2023)

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or

aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisements hereby approved, shall be fully installed on the building in accordance with the approved lighting strategy details prior to first use and thereafter retained and maintained in accordance with the approved scheme for the duration of the development.

Reason: In order to ensure the development undertakes reasonable measures to take account of amenity in accordance with Policy D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting-

The proposed globe lights would be sited near the entrance door as markers, replacing existing orb lights. They would be made of opal acrylic with brass lettering and mounted on a brass plinth. They are considered to be of appropriate scale and character.

The blade signage would have a slim profile and extend up the building from second to fourth floor level, replacing existing blade signs in the same location. It would be opal acrylic with cut out metal lettering. Whilst guidance resists high level signage, in this instance it is considered acceptable given the nature and location of the building and the fact that the proposal represents an improvement on the

existing signage in the same location.

Finally, the deep curved box above the hotel's restaurant door at ground floor level would comprise an opal acrylic sign with brass lettering to match the other signage proposed elsewhere on the building.

The proposed signage would preserve the character and amenity of the area including the surrounding Bloomsbury Conservation Area.

Owing to the low levels of illumination there would be no associated light pollution issues, particularly given the removal of the existing brightly lit signs, or impact on public safety.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policies A1 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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