

# MADDOX PLANNING

LONDON & MANCHESTER  
0345 121 1706

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Ewan Campbell  
Camden Council

18 October 2023

## **8 Gate Street, London, England WC2A 3HP** **Application for Advertisement Consent**

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Dear Ewan,

On behalf of our client, Rosy Investment Limited, please find enclosed an application for advertisement consent for signage proposed at 8 Gate Street, London, WC2A 3HP. A non-illuminated fascia sign and metal side panel with an “8” numeral are proposed to be installed on the south elevation of the building.

The application has been submitted electronically on the Planning Portal (reference: PP-12500061), and the full submission comprises:

- Application form;
- This supporting covering letter;
- Exterior signage statement by Whitepaper;
- Drawings by Whitepaper;
  - Block plan and location plan (drawing reference: WP175-BP/LP);
  - Proposed external elevation front facade (drawing reference: WP205-D01-A);
  - Detailed drawing signage details (drawing reference: WP175-DO2-B);
  - Building general arrangement (design) (drawing reference: WP175-GA);
  - Existing layout (drawing reference: WP175-EX); and
- Application fee.

### **Site and planning history**

The site, 8 Gate Street, is a five storey building situated on the north east side of Gate Street, between High Holborn and Whetstone Park. Pedestrian access to the site is provided from the entrance on the front façade (south elevation). There is no vehicular parking on site however, Holborn underground station is situated only one minute away on foot (approx. 67m).

The site is within the London Suburbs Archaeological Priority Area and Bloomsbury Conservation Area. The site is not listed as a positive contributor in the Bloomsbury Conservation Area Appraisal. The site is also located within the setting of Africa House (Grade II listed), and within the wider setting of numbers 1 and 2 Lincolns Inn (and attached railings) (Grade II listed).

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## Planning history

The recent on site planning history includes:

Reference	Description of development	Decision	Date
2022/2672/A	Erection of advertisements namely 1x illuminated Fascia sign and 1x illuminated 'other' sign.	Refused	7 July 2022
2022/4900/P	Creation of a roof terrace	Approved	24 January 2023
2022/4880/P	Variation of condition 2 (approved plans) of planning permission ref. 2021/6232/P dated 12/04/2022 (for Installation of entrance canopy and new secondary entrance door, creation of two roof terraces, replacement roof plant and associated works), to allow alteration of design of the approved roof terrace	Approved	24 January 2023
2022/0277/P	Change of use of forth floor or 8 Gate Street from residential use (Use Class C3) to office use (Use Class E(g)(i))	Approved	12 May 2022
2021/6232/P	Installation of entrance canopy and new secondary entrance door, creation of two roof terraces, replacement roof plan and associated works.	Approved	12 April 2022

Following the refusal of application reference 2022/2672/A for the erection of advertisements namely one illuminated fascia sign and one illuminated 'other' sign (retrospective), the signage that was installed on the building at the time of the application will be removed. The proposed design of the signage has been amended to address the reason for refusal. The reason for refusal listed on the decision notice is as follows:

*The fascia signs, by virtue of their design, size, illumination and positioning would create an overbearing and incongruous feature that is considered detrimental to the architectural integrity of the host building, streetscape and the Bloomsbury conservation Area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.*

The amendments to the proposed signage are discussed in detail below.

## Proposed development

The proposal seeks to install one non-illuminated, aluminium fascia sign on the front façade of the building (south west elevation). The fascia sign comprises individual metal letters in a white colour (RAL 9010) to identify the building name, "The Gate". The sign is proposed to be installed on top on the existing canopy on the right side adjoining the vertical metal side panel element. The metal side panel is proposed to include a non-illuminated, aluminium "8" numeral also in a white colour (RAL 9010) to identify the street number of the building. Further details of the proposed signage are available in the exterior signage statement and proposed drawings by Whitepaper.

## Key considerations

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 principally governs the process of issuing advertisement consent. The Regulations set out that there are two main considerations when assessing advertisement consent applications. These relate to public safety and amenity.

With regards to public safety, the signage will not:

- Obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;
  - Obstruct or confuse a road-user's view or reduce the clarity or effectiveness of a traffic sign or signal;
  - Leave insufficient clearance above any part of a highway;
  - Provide external illumination;
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- Incorporate moving elements; or
  - Resemble traffic signs.

With regards to the design, the proposed signage has been amended following the refusal of application reference 2022/2672/A, to address the reason for refusal. The proposed fascia sign and “8” proposed on the side panel have been reduced in height and width, and no longer incorporate any illumination. In addition, the signage is now proposed in a white colour (RAL 9010). It is considered that the amended design of the proposed signage is sympathetic to the host building, and the reduction in scale of the sign in combination with the use of a lighter colour ensures that it is not dominant in the streetscene. It is considered that the proposed non-illuminated, white coloured signage with a simplified side panel are in keeping with the Bloomsbury Conservation Area and are subordinate in nature. The proposed signage is considered to be of high quality materials and design, therefore preserving the character of the Bloomsbury Conservation Area and nearby listed buildings including Africa House (Grade II listed), and 1 and 2 Lincolns Inn (and attached railings) (Grade II listed). As such, it is considered that the proposal is acceptable in accordance with Local Plan Policies D1, D2 and D4 and is considered to have wholly addressed the reason for refusal on application reference 2022/2672/A.

As noted, the height of the proposed signage has been reduced from 0.34m to 0.25m and is positioned on top of the existing canopy to right side with the illumination element removed. There are no residential properties in proximity, and considering the proposed signage is at ground floor level and does not include any illumination the proposals will not cause undue harm to neighbouring amenity in this location. Importantly this was also noted in the Officer’s Report for the refused application reference 2022/2672/A, and the proposed sign has since been reduced in scale. Therefore, the amended proposal will not detrimentally impact neighbouring amenity in accordance with Local Plan Policy A1 as it is proposed to be non-illuminated, appropriately sized and carefully positioned. In addition, the proposed non-illuminated signage will not result in glare and dazzle or distract road users and therefore it is not considered to endanger highway users in accordance with Local Plan Policy D4.

Overall, it is therefore considered that the size, location, and design of the signage are acceptable; will not impact on the amenity of nearby occupiers; and pose no risk to the safety of the highway users.

I trust the application is clear and the information provided is sufficient to determine the application, however, please do not hesitate to contact me should you wish to discuss any matter raised within this submission.

Yours sincerely



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cc: Rosy Investment Limited

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