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19.01.24

Dear Madam/Sir,

**THE COUNTY HOTEL, UPPER WOBURN PLACE, WC1H 0JW**

On behalf of our client, Splendid (Euston) Limited, we hereby submit an application for advertising consent for signage comprising:

*“Removal of 2 x non-illuminated fascia signs, 1 x non-illuminated wall mounted sign and 1 x non-illuminated projecting sign to facilitate the provision of 1 x internally illuminated fascia sign, 1 x internally illuminated wall-mounted sign, 2 x internally illuminated projecting signs and 1 x non-illuminated fascia sign”*

The application forms part of wider external alterations that seek to improve the appearance of the building, which was most recently in use as a hotel, although it is presently undergoing refurbishment works. In October 2023, LB Camden approved an application<sup>1</sup> for replacement windows, removal of roof plant and provision of photovoltaic panels. There is also a live application<sup>2</sup> for the *inter alia* improvements to the entrance of the building that would facilitate disabled access. The present application would supplement these improvements by improving the signage of the building to aid with wayfinding and direct hotel guests to the entrance.

The building is mentioned in the Bloomsbury Conservation Area Appraisal and Management Strategy and is described as a positive contributor to the conservation area and an element of streetscape interest.<sup>3</sup> Given these designations, the current signage detracts from the quality of the building's appearance due to its tired and dated nature, but it is essential that some form of signage is displayed to mark the entrance to the hotel. LB Camden's Design CPG confirms this, explaining that:

*“Shops and businesses need to ensure that their name and other details are clear displayed on their premises”<sup>4</sup>*

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<sup>1</sup> LPA Ref. 2023/2778/P

<sup>2</sup> LPA Ref. 2023/3680/P

<sup>3</sup> Bloomsbury Conservation Area Appraisal and Management Strategy, Para 5.101, p.137 and p.138

<sup>4</sup> Camden Planning Guidance – Design, Para 6.28

All of the five signs proposed are designed to be subtle, through the use of gentle internal illumination for those that are illuminated, subdued lettering and a calm colour palette that complements the colour of the existing building. This subtlety ensures that all signs would conform to the local character of the Bloomsbury conservation area.

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

*"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."*<sup>5</sup>

The Advertisements CPG also offers more specific guidance for conservation areas, explaining that:

*"Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings"*<sup>6</sup>

The proposed signage supports these aims, with the design of each sign seeking to be subservient to the host building. The signage also represents a significant improvement on the current signage and would better represent the building's status as a positive contributor to the Bloomsbury conservation area.

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."*<sup>7</sup>

One fascia sign and one project sign is proposed on each elevation, both to the side of the fascia sign on each elevation. On the north west elevation, the projecting sign is positioned at fascia level but on the south west elevation, the projecting sign is positioned above it. The height of this projecting sign is used to aid wayfinding on Upper Woburn Place. The design guidance uses the word 'normally' to suggest that there are exceptions to the general recommendation that projecting signs should be at fascia level. Given the scale of the building, it appropriate that this sign should be at a higher level.

Overall, the proposed signage accords with LB Camden's Advertisement and Design CPGs through its subtle design.

In support of this application, we enclose the following:

- Application Form
- This Covering Letter
- CIL Form

<sup>5</sup> Camden Planning Guidance – Advertisements, Para 1.7

<sup>6</sup> Camden Planning Guidance – Advertisement, Para 1.11

<sup>7</sup> Camden Planning Guidance – Design, Para 6.29-6.30

- Site Location Plan
- Architectural Drawings (Maith Design and L&G Signs)

The application fee of £165 has been paid. We look forward to receiving confirmation that the application is valid.

Yours faithfully,

A handwritten signature in black ink that reads "T. Cheema". The signature is written in a cursive, flowing style.

**Tarun Cheema**  
Senior Planner  
Centro Planning Consultancy