

**PD12929/JL/EM**Elaine Quigley  
Development Management  
Regeneration and Planning  
London Borough of Camden  
5 Pancras Square,  
Kings Cross,  
London  
N1C 4AG

23 April 2024

***Submitted via the Planning Portal: PP-12892920***

Dear Elaine,

**TEMPLAR HOUSE, HIGH HOLBORN – LONDON BOROUGH OF CAMDEN  
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007  
APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT**

On behalf of CER Investment SARL (“the Applicant”), please find enclosed an application for consent to display an advertisement under the Town and Country Planning (Control of Advertisement) Regulations 2007, in respect of the above property. This Application is submitted to the London Borough of Camden (“the Council”) via the Planning Portal, under reference PP-12892920.

**Site Description**

Templar House (81-87 High Holborn and 24 to 27 Eagle Street) comprises a part-nine (plus plant area) part seven storey building (plus basement) faced with Portland stone on the High Holborn elevation and a mixture of brick and stone on the Eagle Street elevation. The side elevations are not visible from the public realm.

The existing building on the Site was constructed in 1959 to designs by Richard & McLaughlin Architects and was an infill building following bomb damage during WWII.

The building is laid out as three blocks, one fronting onto High Holborn to the south, one onto Eagle Street to the north and one forming a connecting block in between. The latter is set in from the boundaries with the adjoining sites creating courtyard spaces to the west and east.

The building formerly comprised offices on the first to 8th floors on the building fronting High Holborn and offices on the first to 7th floors of the building fronting Eagle Street, with plant equipment located at roof level. There was retail floorspace at ground floor level fronting onto High Holborn, which is provided across five retail units. Vehicle access was from Eagle Street via a ramp into the basement which was used as car parking.

The Site is in the Bloomsbury Conservation Area.

There are no statutorily listed buildings adjacent to the site however there are listed buildings in the wider area, including the Rosewood Hotel at 247-252 High Holborn (Grade II) approximately 20m south of the Site.

**Application Background & The Proposed Development**

CER Investments SARL purchased the Site on 28 September 2019, with the intention for Uncommon to both own, occupy and manage the office and associated ground floor commercial / retail floorspace. To facilitate

this objective, a series of planning applications have been submitted and duly approved. Works are progressing well on-site with occupations expected to take place in 2024. Prior to this, the Applicant is keen to ensure that an appropriate signage strategy is in place that responds to the refurbished appearance of the building, the wider Conservation Area, and reflects its approved use for commercial / employment purposes.

This Application seeks Advertisement Consent for the display of a series of advertisements to the High Holborn and Eagle Street frontages that align with the appearance and materiality of the wider development and Uncommon Group's proposed occupation, brand and marketing strategy.

The proposed signage incorporates a series of high-quality complementary elements, with finishes that align with the overall design intent for the approved and nearing completion development. Materials include wall mounted illuminated projecting signage and other wall mounted signage that will be finished with appropriate detailing in a series of appropriate colours (RALs are shown on the drawings submitted with this Application).

The levels of illuminance (150 candelas / m<sup>2</sup>) would be controlled and aligned with the wider external lighting strategy and other neighbouring developments, in order to bring consistency to the overall appearance of the consented development, and to ensure there is no impact on amenity. Further information regarding the location, materiality and illumination is provided in the following information, that accompanies this submission:

- Signage Overview Document, dated January 2024;
- Q23204-QBRE-V1-XX-DR-W-7900\_B - High Holborn Signage Drawing - 'Uncommon' & 'Pause'
- Q23204-QBRE-V1-XX-DR-W-7901\_B - Eagle Street Signage Drawing - 'Uncommon'
- Q23204-QBRE-V1-XX-DR-W-7902\_B - Signage Application - 'Uncommon' & 'Pause'

## **Planning Policy Assessment**

### National Planning Policy Framework

The National Planning Policy Framework (the "NPPF" / the "Framework") was last published in December 2023 and supersedes previous iterations. The Framework sets out the Government's approach to planning matters and is a material consideration in the determination of planning applications.

### The Development Plan

Section 38(6) of the Planning & Compulsory Purchase Act (2004) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan for the London Borough of Camden comprises the following:

- The London Plan (2021); and
- The Camden Local Plan (2017) and associated policies map, with alterations (2017).

The Council also adopted an 'Adverts CPG', dated March 2018, and regard has been had to this in formulating the proposals.

In addition, the Site is subject to the following allocations / designations relevant to this Application, and these have been appropriately considered too:

- Located in the Central Activities Zone (CAZ);
- Located in the Holborn Intensification Area;
- Located in the High Holborn/Kingsway Central London Frontage; and is
- Located in the Bloomsbury Conservation Area

## Assessment of the Proposals

Policy D4 (Advertisements) of the LBC Local Plan states that:

*“The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.”*

The Council will support advertisements that preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas, and such advertisements are subject to further criteria as set out in the Adverts CPG’, dated March 2018. This states that:

*“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”.*

It then goes on to outline that “advertisements will not be considered acceptable where they adversely impact upon amenity and public safety”, and we consider these to be the principle aspects of this assessment, aside from the Site’s location within a Conservation Area. In this context, Paras 1.10 and 1.11 of the CPG notes:

*“Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).”*

*“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.”*

Uncommon has created a portfolio of workspaces with a focus on providing supportive working environments, with an emphasis on design-led spaces and health and wellbeing. The signage is simple and clearly associated with the proposed use of the Site and it must be assessed in this context from an amenity perspective.

The proposals are limited in scale and extent, and use colours that are clear in appearance and appropriately relate to the Site, its surroundings and the future use of the space. The signage is to be externally illuminated in places, at an appropriate level of luminosity, in-keeping with the commercial nature and character of High Holborn, and should be welcomed in-line with the commercial character of this part of the Conservation Area.

The proposal considers the scale of the sign, typography, and the selection of materials and colours to establish a cohesive appearance within the context. The use of robust materials will ensure the durability and longevity of the signage, and this thoughtful approach is considered to be an appropriate response to the requirement to preserve or enhance the contribution which the building makes to the Conversation Area, and ensures that Templar House remains a recognisable building, welcoming and directing visitors to a dynamic, vibrant environment within, whilst also having no adverse impact on public safety for pedestrians or road users.

## Closing and Administrative Matters

The submission is accompanied by the following information:

1. Requisite Application Form, duly signed and dated;
2. Covering Letter (i.e. this letter);
3. Site Location Plan (as previously approved, thus for information only);
4. Signage Overview Document, dated January 2024;

5. Q23204-QBRE-V1-XX-DR-W-7900\_B - High Holborn Signage Drawing - 'Uncommon' & 'Pause';
6. Q23204-QBRE-V1-XX-DR-W-7901\_B - Eagle Street Signage Drawing - 'Uncommon'; and
7. Q23204-QBRE-V1-XX-DR-W-7902\_B - Signage Application - 'Uncommon' & 'Pause'.

The application fee of £235.00 has been calculated in accordance with the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012 (as amended), and payment has been made to the Planning Portal online.

We trust the above and enclosed is in order and will allow you to issue confirmation of the validation of the application. However, if you have any outstanding queries or should you require any further information please do not hesitate to contact James Leuenberger (020 3962 645 / [james.leuenberger@montagu-evans.co.uk](mailto:james.leuenberger@montagu-evans.co.uk)) at this office in the first instance.

Yours faithfully,



**Montagu Evans LLP**  
Enc.