

Application ref: 2024/1668/A  
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**Development Management**  
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Montagu Evans LLP  
70 St Mary Axe  
London  
EC3A 8BE

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**81-87 Templar House**  
**High Holborn**  
**London**  
**WC1V 6NU**

Proposal:

Display of 2 x non-illuminated vertically oriented, wall mounted signage featuring lettering at north and south elevation, 1 x internally illuminated projecting sign at north elevation.

Drawing Nos: Signage Photography Survey prepared by Quarterback; Cover letter prepared by Montagu Evans dated 23/04/2024; UCH-AST-XX-XX-DR-A-011605, rev P01; Q23204-QBRE-V1-XX-DR-W-7901, rev B; Q23204-QBRE-V1-XX-DR-W-7902, rev B

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.

#### Informative(s):

- 1 Reasons for granting permission/consent-

The proposal involves the display of 2 x vertically oriented, wall mounted letter signage, on the building's north and south elevations at the building's entrances, in addition to 1 x internally illuminated projecting sign at north elevation, also located at the building entrance.

The letter signage would be constructed with high-quality acrylic material, relatively subtle and unobtrusive against the entrance columns, and overall proportionate to the scale and form of the building entrances. This signage would not be illuminated.

The projecting sign has a modest size and would be viewed as a very minor element to the building's large front elevation. Whilst this is an internally illuminated box sign, the lighting levels of this sign are at 150 c/dm<sup>2</sup>, which is suitably low luminance and due to the modest size of the sign, it is considered acceptable in this instance.

Neither the wall-mounted or projecting signage would adversely affect the architectural integrity of the building for the reasons cited above.

Overall, the signage is considered acceptable in terms of its location, size, design, and method of illumination, and would not harm the character and appearance of the Bloomsbury Conservation Area. Furthermore, the signage would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2023.

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