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Dear Sir/Madam,

77 – 91 NEW OXFORD STREET, WC1A 1DG, LONDON APPLICATION FOR ADVERTISEMENT CONSENT

On behalf of our client, GSK, please find enclosed an application for advertisement consent at The Earnshaw (formerly Castlewood House) at the above address.

Full planning permission was granted on 21st December 2017 (ref 2017/0618/P) for this development. The description of development is as follows:

“Demolition of existing office building at Castlewood House (Class B1), and erection of an 11 storey office building (Class B1) with retail and restaurant uses (Class A1/A3) at ground floor level; enlargement of existing double basement level and formation of roof terraces and rooftop plant along with associated highways, landscaping, and public realm improvement works. Partial demolition of Medius House with retention of the existing façade, and erection of a two storey roof extension including private roof terraces, in connection with the change of use of the building from office (Class B1) and retail (Class A1) to provide 18 affordable housing units (Class C3) at upper floor levels with retained retail use at ground floor level”.

A further Section 73 permission was granted in 2021 (2021/4162/P). This allowed for a number of changes to improve the quality of its building for its occupiers. Further design amendments have been made to the scheme through a series of subsequent NMAs.

GSK have signed a 17-year lease for the entire site and are currently fitting it out for their global headquarters. GSK have since submitted a personal change of use application for use of the three ground floor units (and part basement) from A1/A3 use for a restaurant (for both staff and visitors) as well as community space and vertical farm (2023/3845/P). The application seeks to create a multi functioning events space that is accessible to both the public and office users. This application has a Committee resolution to grant subject to completion of an associated Section-106 agreement.

Application Proposals

This application seeks advertisement consent for signage associated with the proposed sui generis restaurant/community space along New Oxford St (north elevation), within the arcade (east elevation) and along Earnshaw Street (west elevation), this is referred to as The Orangery. Additionally, signage for the GSK main office entrance is also proposed on the recessed elevation to the west of the site in Earnshaw Street.

To support this application a document has been produced by e-arc detailing the two different types of proposed illuminated signage and their locations. These are referred to as:

- The Orangery logo signage
- Main GSK illuminated sign



The document also includes details of The Orangery Vinyl manifestation above the entrance, which will not be illuminated. Whilst this benefits from deemed advertisement consent, we have included it for completeness.

Planning Assessment

The proposed signage has been designed to ensure compliance with all relevant planning policies and guidance documents.

The design of the proposed signage adheres to Camden Local Plan (2017) Policy D4: Advertisements. It will preserve and enhance the character and amenity of the surrounding area. This is achieved by considering the scale, design, and form of The Earnshaw building while employing high-quality materials and meticulous detailing for the signage. This results in a visually appealing aesthetic that complements the building's architecture. Furthermore, the signage proposal adheres to the policy's emphasis on high design standards.

The proposed signage also follows the illumination guidance detailed within the Camden SPD on Advertisements (2018). The illumination levels will comply with the recommendations of the Institute of Lighting Engineers' PLG05: The Brightness of Illuminated Advertisements (as referenced on page 4 of the supporting documentation). This ensures minimal light pollution and a considerate approach towards the surrounding environment. Importantly, the proposal excludes flashing or intermittent illumination so will not adversely impact the highway network or public safety.

We are mindful of the proximity of the Bloomsbury Conservation Area to the north and east of the site, as well as the Grade II listed building Centre Point to the west. The proposed signage has been designed and located accordingly so as not to adversely affect their setting. The proposed GSK signage is positioned on a recessed elevation adjacent to the main entrance. The projecting signage for The Orangery along the north, east, and west elevations has been designed to reflect the predominantly commercial character of the area, whilst respecting its historic context.

Application Documentation

We submit the following in connection with this application for advertisement consent via the Planning Portal (PP-13082504).

Ref.	Deliverable	Author
1	Application Form	CBRE Ltd.
2	Signage Pack	e-arc
3	Site Location Plan	Completed on Planning Portal

The fee in connection with the application for advertisement consent of £235 (including the £70 service charge) has been paid online via the Planning Portal.

Summary

In conclusion, this signage application address the relevant polies in Camden's Local Plan and also the SPD on Advertisements. The proposed design respects the area's character and context, minimises light pollution, and complements The Earnshaw's architectural style. We consider this application meets all planning requirements. The proposed signage will complement the proposed new use and active frontage at ground floor level and contribute positively to the streetscape.

We look forward to receiving acknowledgement of receipt of the application.

Yours faithfully

Grace Collins

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Assistant Planner – London Development