

Application ref: 2025/0230/A  
Contact: Henry Yeung  
Tel: 020 7974 3127  
Email: Henry.Yeung@camden.gov.uk  
Date: 10 March 2025

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

L&G SIGNS LTD  
Unit 3 Mill Place,  
Platt Industrial Estate,  
Maidstone Road, Platt  
SEVENOAKS  
Kent  
TN15 8FD

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**County Hotel**  
**Upper Woburn Place**  
**London**  
**WC1H 0JW**

Proposal: Installation of 3 x fascia signs, 1 projecting sign, 1 hanging sign and 4 x other signs long with new wall-mounted flagpoles.

Drawing Nos: Drawing 14047 A – "Front Elevation - Existing," 14047 B – "Front Elevation - Proposed," 14047 C – "Front Fascia Letter Design," 14047 D – "Front Vertical Projector Design," 14047 E – "Flags Design," 14047 F – "Left Side Elevation - Existing," 14047 G – "Left Side Elevation - Proposed," 14047 H – "Side Swing Sign Projector Design - Externally Illuminated," 14047 K – "Location Plan."

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:

The applicant site is eight-storeys in height, with a flat roof and a setback roof enclosure. The building is a hotel and there is a separate unit on the ground floor which has been used historically as a café. The site is located within the Bloomsbury Conservation Area and is identified in the Conservation Area Appraisal as a positive contributor to the conservation area. It is adjacent to the Grade II Listed British Medical Association House which is located to the south.

The proposal includes the installation of signage on the front and side elevations of the building. On the front elevation, the fascia sign will consist of aluminium tray panels, painted dark blue to match the corporate branding. The letterset will be built from aluminium, 80mm deep, with acrylic faces decorated with semi-translucent vinyls to allow controlled illumination. Only the letter faces will illuminate, while the returns will be painted to match. The sign will be internally illuminated using static white LEDs, not exceeding 350 cd/m<sup>2</sup>. The "Four Points by Sheraton" logo will be

digitally printed onto a semi-translucent flex-face skin, backed with block-out film to ensure only the logo illuminates while the background remains dark.

The proposal also includes four non-illuminated flags, each designed with a fabric background matching the corporate image. The logos will be digitally printed on the main face area, with a double-layered design to prevent mirroring. The flagpoles will be constructed from aluminium, powder-coated black, and mounted directly to the building above the fascia sign with appropriate fixings for structural stability.

On the side elevation, an illuminated hanging sign will be constructed with an aluminium frame and 2mm thick aluminium trays, painted to match the corporate specification. The logo will be applied using semi-translucent vinyls and fret-cut from the tray face on both sides, with acrylic backing. This sign will be internally illuminated using LEDs and mounted to the existing swing sign arm. Additionally, a non-illuminated panel sign will be installed, constructed from a 2mm thick aluminium panel painted to align with the corporate branding. The panel face will be decorated according to corporate specifications and will not include illumination.

The proposed advertisements are considered appropriate in terms of scale, design, and illumination, ensuring they do not disrupt the character of the Bloomsbury Conservation Area. The front elevation signage is non-illuminated, minimising visual impact while maintaining harmony with the streetscape. The proposal preserves and enhances the character and appearance of the host property and the wider conservation area. Additionally, the signage would not have any adverse impact on neighbouring amenity or pose a risk to pedestrian or vehicular safety.

Special regard has been attached to the desirability of preserving or enhancing the character or appearance of the conservation area and preserving the listed building, its setting and its features of special architectural or historic interest, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposed works are considered not to have any negative impact on neighbouring properties. The design, scale, and position of the proposed advertisement would not result in any significant impacts on daylight and sunlight or outlook.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision. As such, the proposal is in general accordance with Policies A1, D1, and D2 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and NPPF 2024.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope  
Chief Planning Officer