

2 May 2025

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

Dear Sir/Madam

**TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007:
APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
AT: 6 BUCKNALL STREET, LONDON WC2H 8LA
Planning Portal ref: PP-13991036**

On behalf of GSK, I hereby submit an application for consent to display signage at 6 Bucknall Street, London WC2H 8LA.

The proposed signage comprises:

- Installation of 4 no internally-illuminated projecting signs (referred to in the design statement as "totems") – Type 01 on Bucknall St, Type 02 in East Arcade
- Manifestation on Bucknall St elevation windows
- Manifestation on Bucknall St entrance doorway
- Internal artwork displays

This document briefly sets out the background to the site and the proposals. The application is submitted online and is accompanied by a short design statement (D6726 OT0500 rev I1) and the following drawings:

<i>Drawing description</i>	<i>Drawing no</i>
Site location plan and GA plan	D6726 D0001 rev I1
Proposed level 00 GA plan	D6726 D0100 rev I1
Existing elevation sheet 1	D6726 D0200 rev I1
Proposed elevation sheet 1	D6726 D0201 rev I1
Proposed elevation sheet 2	D6726 D0202 rev I1

6 Bucknall Street forms the rear part of a recently-completed development at 77-91 New Oxford Street WC1A 1DG. Planning permission was granted on 21 December 2017 (LBC ref 2017/0618/P) for the following development:

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 section 73 application (LBC ref: 2021/4162/P) allowing for a number of changes to improve the quality of its building for its occupiers was permitted in 2021. Further design amendments have been made to the scheme through a series of subsequent NMA applications. It appears that the projecting signage formed part of the basebuild scheme.

In fitting out the offices as their global HQ, GSK obtained a personal permission in October 2024 for use of the three ground floor units (and part basement) for a restaurant (for both staff and visitors) as well as community space and vertical farm called The Orangery (LBC ref: 2023/3845/P). A related application obtained advertisement consent on 29 July 2024 for use of a number of the projecting signs already installed for The Orangery as well as GSK logo entrance signage (LBC ref: 2024/2180/A) (see photo 1 below).



Photo 1: GSK main entrance on Earnshaw Street with existing projecting signage

The signage now proposed is essentially an extension of The Orangery projecting signs to the GF elevations of the East Arcade and Bucknall Street. Photo 2 shows the signs already installed on Bucknall Street, Photo 2 the signs in the East Arcade and subsidiary office entrance.



Photo 2: Office entrance, Bucknall Street façade and East Arcade



Photo 3: Shop entrance and East Arcade

Camden Local Plan (adopted 2017) Policy D4 states that the Council will support advertisements that respect their setting and character of their host building, while resisting those that contribute to ugly proliferation or street clutter cause light pollution for residents or impact on public safety. There is further detail in Camden Planning Guidance: Advertisements (March 2018).

In this case, it is clear that the proposed signage would have no such adverse impacts. The projecting signs are identical to those for The Orangery and which have the benefit of Advertisement Consent – in terms of size, relationship with the host building and illumination. The other signage serves only to indicate the nature of the retail use and the secondary office entrance. The proposals meet the policy tests and the CPG guidance.

The application is submitted online via the Planning Portal. I look forward to receiving confirmation of validation of the application in due course.

Yours faithfully,

Mike Ibbott
Consultant
for **tp bennett**