



ALLEN PLANNING Ltd

Town Planning and Development Consultants

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

4th November 2011

Dear Sir/Madam,

RE: Proposed non-illuminated vertical banner sign for Hult International Business School.

Site at Conquest House, 37-38 John Street, London. WC1N 2BQ

I enclose an application for consent to display a non-illuminated vertical banner sign on the corner of the John Street elevation of the Hult International Business School

Please find the following documents enclosed:

- Completed application form - Portal
- Planning Design and Access Statement – Portal
- A copy of Notice No.1 under Article 7 - Portal;
- A copy of the Covering Letter sent to the Landowner enclosing Notice No.1;
- Application fee of £95 – submitted under a separate cover
- and the following drawings (all submitted by PDF on the Portal)
 - 0243-GA-103 RA John St Elevation 1:200@A3
 - 0243-GA-104 John St detail Elevation 1:200@A3
 - 0243-GA-104 Theobalds Road Elevation 1:200@A1
 - Banner detail and site plan

The portal application forms allow limited access to apply on behalf of a company and I would therefore be grateful if you would register the applicant as Hult International Business School.

Overview

The subject building has recently been granted planning permission (Ref: 2011/2832/P) subject to a Section 106 Legal Agreement, for the change of use from Class B1 (office) to flexible use as either office use (Class B1)

and/or educational/non-residential institution use (Class D1) from lower ground floor level to fourth floor level

The proposal is for the display of a non-illuminated vertical banner sign sited on the corner of John Street, to identify the new London campus for Hult International Business School. The advertisement period sought is 10 years.

The proposal is for a non-illuminated single vertical banner sign which measures 1220mm x 6096mm. The sign will be fixed to the wall and the banner will be displayed on the corner of the John Street elevation of the building, as it turns onto Theobald Road. The proposed sign is vertical and displays the HULT lettering and logo underneath. The total length of the extension from the wall is 1320mm. A pole shall be fitted at the top and bottom of the banner.

The proposed dimension from natural pavement level to the base of the banner is 5850mm and the proposed dimensions of each of the letters and logo are shown on the Proposed Detailed Elevation – Dwg No: 0243_GA_104.

The total width of the extension of the banner including the wall mount, from the gable wall will be 1320mm. The height of the banner is 6095mm. The banner will project beyond the wall of the building by 1320mm, but will be within the limit of the black railings that enclose the ground floor of the building, and will therefore not overhang the public highway.

Conclusions

The proposal has been assessed alongside the key considerations for advertisement and signage on buildings in Camden, and is compliant with the policy context. The proposed design of the vertical banner is of a high quality, and is able to be sited without detracting from the host building, or undertaking any external alterations. The proposed banner will be displayed in the most appropriate location for the building, and the extent of the projection is contained within the black railing enclosure that surrounds the building. It will not overhang the public highway, or distract passing vehicle users or traffic. The banner is non-illuminated, and the proposed scale will safeguard the amenity of adjoining properties. In addition, the wall mount has been wind loaded for public safety reasons.

As a result this proposal will not cause harm to the character and appearance of the Bloomsbury Conservation Area. It is important for Hult to be able to display this banner as part of their relocation to their new London campus at Conquest House. It will also assist the School to continue to build their reputation not only internationally but also in supporting the local community.

Yours faithfully,

Mr A M Allen MRTPI
Director

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