



**APPLICATION FOR CONSENT TO
DISPLAY AN ADVERTISEMENT**

**2 NO. BANNER NON ILLUMINATED
SIGNS**

**HULT INTERNATIONAL BUSINESS SCHOOL
37-38 JOHN STREET
LONDON WC1 2AT**

**STATEMENT PREPARED BY
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**ON BEHALF OF
HULT INTERNATIONAL BUSINESS SCHOOL**

JANUARY 2015

1.0 Introduction

- 1.1 This Statement has been prepared in support of an application for advertisement consent for two no. non illuminated banner signs at the Hult International Business School, 37-38 John Street, London WC1 2AT ('the Site')
- 1.2 The application is submitted on behalf of Hult International Business School, occupiers of the Property. The banners have already been installed (they replace previous identically sized banners installed by the former occupiers) in February 2012.
- 1.3 The application comprises the following drawings together with this statement:

Drawing 293-PL-01	Site Plan (1:1250) and Block Plan (1:500)
Drawing 293-PL-02	Existing and Proposed North East Elevations (John Street) (1:100)
Drawing 293-PL-03	Existing and Proposed South East Elevations (Theobalds Road) (1:100)

2.0 The Proposed Development

- 2.1 This is an application for consent to erect 2 no. banner advertisements. They are positioned one each on the Theobalds Road elevation and on the John Street elevation on the corner of the building at the junction of these two streets.
- 2.2 The Property is situated at the corner of Theobalds Road and John Street. It is unlisted building but lies within Bloomsbury Conservation Area. It comprises an early 20th century neo classical designed property. The ground floor is rusticated stone with three storeys above in red brick with regular sash windows and topped with a mansard set behind a parapet.
- 2.3 The two banners are identical in terms of their size, material, colour and height on each of the two elevations. The banners have the following dimensions:
- Height from ground to the base of banner: 4.75 m
 - Height of banner: 8.10 m
 - Width of banner: 900 mm
 - Maximum size of letters/symbols: 500 mm
 - Projection: None
 - Material: Vinyl
 - Colour of text: White
 - Colour of background: Blue
 - Illumination: none

Application for Consent to Display an Advertisement
Application for consent to display 2 no. non illuminated banner signs
Hult International Business School, 37-38 John Street, London WC1 2AT
Statement prepared by Paul Dickinson & Associates, January 2015



Photograph 1 – Theobalds Road frontage



Photograph 2 – John Street frontage

3.0 Planning Policy

3.1 The development plan for the purposes of s38(6) of the Act comprises:-

- (1) London Plan – Spatial Development Strategy for Greater London, July 2011 including 2013 Amendments
- (2) Camden Core Strategy 2010-2025 adopted 8 November 2010
- (3) Camden Development Policies 2010-2025 adopted 8 November 2010

London Plan – Spatial Development Strategy for Greater London, July 2011 including 2013 Amendments

3.2 Policy 2.1 - London in its global, European and United Kingdom context. The Mayor and the GLA Group will, and all other strategic agencies should, ensure that London retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education and research, culture and art.

3.3 Policy 3.18 - Education facilities. The Mayor will support provision of further and higher education facilities adequate to meet the demands of a growing and changing population and to enable greater educational choice. Development proposals which enhance education and skills provision will be supported. Boroughs should support and maintain London's international reputation as a centre of excellence in higher education.

3.4 Paragraph 3.107 – Higher and further education. Higher education in London provides an unparalleled choice of undergraduate and postgraduate degrees, continuing professional development, advanced research, and infrastructure to support business growth, e.g., incubation space and business support services. It is also a major employer and attracts major international companies able to benefit from the universities' research reputation, such as in pharmaceuticals and life sciences. Universities also play a vital part in ensuring Londoners have the higher order skills necessary to succeed in a changing economy, and for the capital to remain globally competitive (Policy 4.12).

3.5 No London Plan policies directly relevant to applications for advertisement consent.

Camden Core Strategy 2010-2025 adopted 8 November 2010

3.6 Vision statement - We will build on our existing economic success, while reducing polarisation by increasing access to education and training opportunities. We will reinforce Camden's valuable contribution to London, in terms of business, employment, research, retail, culture, entertainment, tourism, education and medicine, while supporting housing and our residential communities.

- 3.7 Paragraph 18 - Camden is a largely residential borough with many historic places but it is also a key part of a world city, a major contributor to London's economy and a focus of culture, entertainment and education. These elements give Camden its unique character but also bring a number of challenges.
- 3.8 Paragraph 6.18 - The need to promote Central London as a national and international focus of business, shopping, culture, education, healthcare and research.
- 3.9 Paragraph 8.1 - The success of our economy relies on the wide variety of employment sectors that are present in the borough including, professional and business services, the growing 'knowledge economy', for example higher education and research.
- 3.10 Policy CS8 - Promoting a successful and inclusive economy. Sub policy (f) recognises the importance of other employment generating uses, including retail, markets, leisure, education, tourism and health.
- 3.11 Policy CS9 - Achieving a successful Central London. The southern part of Camden has a concentration of nationally important medical, research and higher education institutions. Policy 9.1 (h) supports the concentration of medical, educational, cultural and research institutions within central London.
- 3.12 Policy CS10 - Supporting community services and facilities. Supports the higher education sector in Camden and balancing its requirements with those of other sectors and the local community. In assessing applications for higher education use, the Council will ensure that such developments are sensitive to their surroundings, take into account the cumulative impact on the balance and mix of uses in the area, protect residential uses, the local environment and the amenity of, and services for, the residential community and other users of the area and their future needs.
- 3.13 Paragraph 10.4 - Education and training facilities. The Council aims to provide a high standard of education and training for everyone through the Borough's network of schools, youth centres and arts and recreation facilities. We will also work with our partners, such as the higher and further education colleges and universities, neighbouring authorities and the community and voluntary sector, to ensure that suitable services and facilities for education and training are provided.
- 3.14 Paragraph 10.7 - The Council recognises the importance of the higher and further education sector in Camden and will seek to support and balance its requirements with those of other sectors and the local community.

Camden Development Policies 2010-2025 adopted 8 November 2010

- 3.15 Paragraph 15.6 - Community facilities provide opportunities for residents to meet, share their interests and access services such as education, health care and family support. We will protect existing community facilities to ensure that Camden's residents have access to a range of buildings and facilities for community use.

Supplementary Planning Guidance

Camden Planning Guidance

- 3.16 Paragraphs 7.13 and 7.14 - Advertisements and signs. Shops and businesses need to ensure that their name and other details are clearly displayed on their premises and, as a result, signs are among the most prominent forms of advertising on buildings. However, signs that are unsympathetically designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context. Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units. Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene.

Bloomsbury Conservation Area Appraisal and Management Strategy adopted April 2011

- 3.17 Paragraphs 5.49 to 5.52. The installation of signage in many cases requires advertisement consent; this is particularly the case for illuminated signage which can have a major impact in conservation areas. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area. New development may increase pressure for more intensive advertising. This will be resisted where it is considered to detract from the character and appearance of the area.

4.0 Planning Assessment

- 4.1 NPPG advises that Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Amenity

- 4.2 The proposed advertisement would not cause material harm to the visual amenity of the surrounding area including the character and appearance of the

Bloomsbury Conservation Area taking account of other advertisements in the area:

- (1) The character of the area is mainly a mix of commercial and community facilities. There is a wide range of business and community premises including offices, higher education institutions, library, shops and leisure facilities. These facilities have a range of advertisements and signage which all influence to the wider context and character of the area.
- (2) The proposed signage comprises 2 no. banner signs set flush against the two building elevations. They do not project (in the way that, for example, the neighbouring Holborn Library sign does, see Photographs 3 and 4) and thus are far less prominent in the street scene.
- (3) The signage is made of vinyl with white text on a blue background. The design is simple and stylish. The colours ensure that they are not incongruous and do not stand out unduly particularly when considered within the context of a busy commercial area and other signage.
- (4) The building does not have a fascia or other obvious area for signage and therefore the solution of a simple vertical banner is considered appropriate and necessary.
- (5) The banners are subordinate in size to the overall size of the building. The banner to the Theobalds Road elevation covers only about 2% of this elevation (7 sq m of 330 sq m). The banner to the John Street elevation covers only about 1% of this elevation (7 sq m of 555 sq m).
- (6) There are other examples of similar sized vertical and other advertisements in the immediate vicinity of the Property. Notably the neighbouring Holborn Library at 32-38 Theobalds Road has a large projecting hanging banner advertisement (Photograph 3). Because of its projecting nature and strong colour this is far more dominant in the street scene particularly when viewed together with other signage etc around the entrance (Photograph 4).
- (7) Other examples in the immediate vicinity and within Bloomsbury Conservation Area include University of the Arts London (Photograph 5), University of London (Photographs 6 to 8), The Foundling Museum (Photograph 9), The Royal Hotel National Bloomsbury (Photograph 10), The Grange Holborn Hotel (which is also illuminated at night) (Photograph 11), UNITE offices, 128 Theobalds Road (also illuminated) (Photograph 12) and LA Fitness, 84 Theobalds Road (Photograph 13).
- (8) The proposed banners accord with guidance in the Camden Planning Guidance 1 – Design. They relate well to the character, scale and architectural features of the building by not covering the attractive building features including rusticated stone, sash windows and parapet. They respect their local context which includes hanging banners and

vertical signs. The proposal meets the guidance that properties should only have one main fascia sign per street frontage and does not have any projecting signs.



Photograph 3 – Holborn Library, 32-38 Theobalds Road : projecting banner advertisement



Photograph 4 – Holborn Library, 32-38 Theobalds Road : projecting banner advertisement and other signage



Photograph 5 – University of Arts London



Photograph 6 – The Foundling Museum, Brunswick Square



Photograph 7 – School of Pharmacy, University of London



Photograph 8 – School of Pharmacy, University of London



Photograph 9 – School of Pharmacy, University of London



Photograph 10 – Royal Hotel National, Bedford Way, Bloomsbury



Photograph 11 – The Grange Holborn Hotel



Photograph 12 - UNITE offices, 128 Theobalds Road



Photograph 13 - LA Fitness, 84 Theobalds Road

Public Safety

- 4.3 The banners do not project or overhang the footway. They do not compete with or obstruct highway directional signs and other signs in the footway. The design is simple and the colours are sympathetic such that it is not a distraction to road users.
- 4.4 The proposed signs are not illuminated and therefore there can be no potential effect of illumination on highway safety.

Other Relevant Factors

Community and Education Benefits

- 4.5 The planning policy summary in Section 3 highlights the policy support given in both The London Plan and the Camden Core Strategy to higher education facilities.
- 4.6 Facilities such as Hult International Business School play an important role in London's economy in terms of generating jobs, developing and improving skills (specifically business skills in this case) and the growth of the 'knowledge economy'. Policies recognise that London has an important role as a global centre for higher education.
- 4.7 The Hult International Business School has about 1,500 students including 700 students based full-time at the John Street campus together with about 60 staff.
- 4.8 It is important that the School is adequately signposted both for regular students and occasional visitors:
- The School provides a wide range of business related courses to UK and overseas students.
 - The School activities also include business conferences, seminars and speaker events (typically one a week). These include visiting students from other similar institutions as part of reciprocal arrangements and other guests. Thus there are frequent visitors attending these events who are not familiar with the School's location.
 - The School carries out student recruitment with campus tours taking place throughout the year for prospective students. Around 1,000 potential students and their families visited the School last year. Again this involves frequent visitors who are not familiar with the School's location.
- 4.9 The School's need for adequate signposting is no different to other higher education institutions such as University of Arts London (Photograph 5) and University of London (Photographs 6 to 8) which need signage for similar

reasons. The signage is particularly important for international students and visitors.

5.0 Conclusion

- 5.1 The Mayor supports the provision of further and higher education facilities adequate to meet the demands of a growing and changing population and to enable greater educational choice. The London Plan states that development proposals which enhance education and skills provision will be supported. Boroughs should support and maintain London's international reputation as a centre of excellence in higher education. Core Strategy policies also support the retention and development of higher education facilities such as the Hult International Business School because of their important role to London's economy.
- 5.2 Hult International Business School works with LB Camden and offers Camden Scholarships to help Camden residents of all ages realise their potential through a range of life changing scholarship opportunities for both Bachelor and Masters courses. These are open to Camden residents only and priority is given to residents facing financial hardship.
- 5.3 The proposed banners will not result in material harm to the visual amenity of the area or prejudice public safety.
- 5.4 The proposed banners are considered appropriate and sympathetic to the host building. The design is simple and stylish and does not result in a discordant or distracting feature within the context of this busy commercial area. The banners are subservient to the building design and represent a very small proportion of the building facades. The proposed banners are therefore considered to be appropriate within their setting and would not cause unacceptable harm to the character and appearance of the Bloomsbury Conservation Area.
- 5.5 The proposed banners provide important signposting to the Hult International Business School which informs and assists full time students as well as visiting students and guests and potential students attending campus tours and international visitors throughout the year.

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