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**From:** [REDACTED]  
**Sent:** 07 September 2015 11:39  
**To:** Planning; Gentet, Matthias  
**Subject:** Planning ref 2015/4455/A: Brook House, 2-16 Torrington Place, WC1

Matthias Gentet, Planning Technician,  
Planning London Borough of Camden.

Dear Matthias Gentet,

**Re: Brook House, 2-16 Torrington Place, WC1**  
**Application ref. 2015/4455/A: proposed signage:**

I am writing on behalf of Gordon Mansions Residents Association, and wish to object to certain aspects of the proposed signs for the new Hub hotel by Premier Inn.

It should be pointed out that the applicant's agent (Endpoint Brands applied), in their covering letter of 18/8/2015, seem to think that the planning authority they are applying to is the City of London Corporation (see their last para) instead of the London Borough of Camden !

Our objections/comments are as follows:

**1. Roof Top Sign:**

When I initially looked at this application some time ago, I was under the impression that there was a proposal for a roof top

sign, but this does not now appear to be on the drawings that I printed out recently.

If this is still being proposed, we strongly object to such a roof top sign:

- it is inappropriate for the Listed Building; and could be an unacceptable precedent;

- it is inappropriate in the context of the nearby significant residential mix in Torrington Place; as well as being detrimentally

visually distracting fro those living nearby in the high level flats.

**2. Projecting Sign:**

We wish to object to the projecting sign as proposed:

our objection is to it being internally illuminated, because:

(a). being in the Conservation Area, where such signage is discouraged.

(b). of light pollution, especially light at night, affecting the Gordon Mansions flats (diagonally opposite). Recently other new

signage in Torrington Place (e.g. Planet Organic at no. 20-18) has become very bright (presumably due to white light of

LEDs).

Because the Gordon Mansions flats have **bay** windows, this signage can easily be sign especially in the evenings

diagonally from the flats and is disturbing due to the intensity of the lighting, and especially for those flats nearest to

Planet Organic (at no. 20-18) and the Hub hotel at no. 2-16. (It should be said that I am aware of this from experience

as a I in one of the flats on the frontage nearest to the new hotel, and Planet Organic).

(c). Concern that this will encourage further such projecting signs that are internally illuminated in this part of Torrington Place

near the residential.

**3. Illuminated Glass Panel:**

Although no objection in principle to a single glass panel, we are concerned about the **brightness** of the internally

illumination, for similar reasons as above including intense light pollution late at night.

**With reference to Drwg No. HUB-100-A:**

We do not understand the location of the "Preferred Option - Portico", because the "Photovisual" on page 12 only shows a

single panel (on the left hand side of the hotel's stepped entrance).

Does this "portico" option instead refer to the entrance opening to the yard/carpark ? If so, we object to the "Portico"

proposal, as well as to the **second** single glass panel - because this amount of signage and especially its illumination will

be too dominant in this street, especially in evengs/night time, in the context of the very significant amounts of nearby residential.

Yours sincerely,

Clive Henderson

Chair

**Gordon Mansions Residents Association.**

Copy: GMRA Committee.

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