



# GERALDEVE

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22 June 2017

**Our ref: GAO/HBR/NMI/J7992**

**Your ref:**

Dear Sir / Madam

**Citadines Holborn-Covent Garden, 94-99 High Holborn, London WC1V 6LF**

We write on behalf of our client, Ascott Limited, to submit an advertisement consent application for the installation of revised signage to the front and rear elevations of the Citadines Holborn-Covent Garden, 94-99 High Holborn, London WC1V 6LF.

Revisions are proposed to the existing signage provision in order to ensure that the Ascott Limited's branding, across their properties, is uniform.

**Site**

The site is located on the north side of High Holborn, approximately 100m east of Holborn Underground Tube Station. The site comprises a seven storey building arranged across ground and six upper storeys.

The building is currently in hotel use. The customer access to the hotel is on High Holborn and the vehicular access is at the rear on Eagle Street.

The site is located within the Bloomsbury Conservation area. The building is not listed.

**Current Proposal – Application for Advertisement Consent**

The proposed works involve the following:

- Replacement of fascia sign above entrance doors on front elevation (halo-illuminated);
- Replacement of wall address plate next to entrance doors on front elevation (unilluminated);
- Replacement of branding on 2 x awnings; and
- Replacement of halo-illuminated projecting sign to car part on rear elevation.

The signage works are replacement of existing signage to account for new company branding.

There will also be logo vinyl applied to the front elevation entrance doors, but these benefit from deemed consent as they are internal.

The existing awnings are also being replaced with awnings in the same location, and with the same dimensions and materiality as existing. The only difference is the colour of the canvas and therefore it is considered that these do not require planning permission as they will not materially alter the appearance of the High Holborn elevation.

There are no other internal or external changes that form part of this application.

## Planning History

There is a relatively extensive planning history relating to the properties. Accordingly, we set out only the planning history of relevance below.

On 2 May 2007 advertisement consent (ref. 2007/1176/A) was granted for the display of internally illuminated fascia sign over the main entrance and projecting sign over the car park entrance, a non-illuminated aluminium plate to one side of the front entrance and internally illuminated canopies either side of the main entrance above ground floor windows. This granted the adverts that are currently in situ.

On 20 September 2005 planning permission (ref. 2005/3204/P) was granted for the installation of replacement shopfront.

## Planning Policy Considerations

At a national level, the National Planning Policy Framework (NPPF) at paragraph 67 notes that control over outdoor advertisements should be efficient, effective and simple in concept and operation and only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. It continues, stating that **"advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."**

Paragraph 8.5 of the Camden Planning Guidance (CGG) 1 states that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible. CPG1 goes on to stipulate that generally advertisements will only be acceptable at fascia level or below.

It is considered that the proposed signage, which will be located at fascia level and below, is sensitively designed and located. Only halo illumination is proposed to each elevation which will assist in providing directional aid for pedestrian customers and those that arrive by vehicle. The signage will also add visual interest without providing visual clutter, helping to activate an otherwise blank frontage.

Paragraph 5.49 of the Bloomsbury Conservation Area Appraisal and Management Strategy (2011) states that a proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area. The proposed signage is predominantly revisions to the existing in similar locations, of a similar scale and with appropriate methods of illumination for the site's context.

Paragraph 8.8 states that advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to pedestrian traffic (eg disrupt the free flow of pedestrian movement). The proposed signage is subtle and as such it will not impact amenity or safety or impede movement on the public highway.

Moreover the signage is largely replacements for the existing provision. It is therefore considered that the proposals adhere to good practice in respect of their design and advertisement consent should be granted.

### **Application Documents**

We hereby enclose the following documents.

Accordingly, we enclose the following documents submitted via Planning Portal:

- A copy of this covering letter;
- Advertisement consent application forms;
- Site location plan;
- Existing and proposed front and rear elevations; and
- Detailed signage drawings.

The advertisement consent application fee of £110 will be paid by BACS transfer following submission of the application on the Planning Portal.

We trust that you have all of the information you require of the application. Should you have any queries or require any further information, please do not hesitate to contact Hannah Bryant (020 7333 6427) or Nick Miller of this office.

Yours faithfully



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