

29<sup>th</sup> June 2017

London Borough of Camden  
Planning Team  
2<sup>nd</sup> Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Sir / Madam

**Hogarth House, 133-136 High Holborn, London, WC1V**

**Application for Advertisement Consent for the temporary display of window graphics at Hogarth House.**

**Planning Portal ref: PP- 06190451**

On behalf of our client Sicilian Lab Estates Limited, we enclose an application for advertisement consent for the aforementioned site also indicated within the accompanying red line site location plan.

As well as this covering letter, the application consists of the following documents:

- Application form;
- Site location plan;
- Site plan detailing the location of the advertisements; and
- Elevation drawings.

Payment of £110.00 has been made via the planning portal and covers the advertisement consent planning fee.

## **The Proposal**

This is an application for advertisement consent to advertisements and signage at the ground floor level of Hogarth House, 133-136 High Holborn, which follows on from full planning permission (ref. 2017/1759/P) for external works to the building and change of use of the ground floor.

Hogarth House is located at 133 to 136 High Holborn on the corner with Bloomsbury Court. It is a 7 storey building with an A2 use on the ground floor and office floorspace (B1a Use Class) on the upper floors. The building is currently vacant with Nationwide leaving the ground floor unit in recent weeks.

The application site is to be redeveloped under separate planning permission ref: 2017/1759/P (*"Change of use of ground floor of Hogarth House from bank (Class A2) to retail (Use Class A1). Replacement of ground*

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*floor entrance door and alterations to ground floor front facade. Installation of replacement door at rear ground floor level").*

The planning permission seeks to significantly upgrade the office accommodation within the building and change the use of the ground floor from A2 to A1 use which will provide a fluid space to the benefit of the public and small business users in the floorspace above. This planning permission will further enhance the active frontages along High Holborn and are in keeping with the typical streetscene of the area.

The internal upgrading of the building is supported by a number of external alterations at ground floor level. This will include the removal of the tinted glass panels from the window mullions and exposing the original post-modern window design. This will allow more natural light into the ground floor and will enhance the building's original architectural quality.

The buildings will be managed by LABS which is an office management company. Their innovative model allows buildings to have immediate access to a connected community and a wealth of intuitive products and services, including a unique technology package. The LABS design reflects today's worker; every aspect inspires creation, productivity, and collaboration. The buildings will be the first LABS space to open in London ahead of future projects in the Capital. Users will have the ability to book meeting rooms, engage with their community and access much-needed productivity tools - all whilst being within central London.

This full advertisement consent application seeks to gain approval for the signage and advertisement of the building following consent of the full planning permission. This includes street numbering and LABS signage.

## **Planning Assessment**

The erection of an advertisement is controlled under the Town and Country Planning (Control of Advertisements) Regulations 2007. When considering applications for advertisements that require consent, the local planning authority may only take into account two considerations: amenity and public safety.

Amenity includes aural and visual amenity (regulation 2(1)) and the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

Factors relevant to public safety includes the safety of persons using a highway, interpretation of traffic signs and the operation of devices for security, surveillance or measuring vehicle speed (regulation 3(2)(b)).

Local planning authorities can formulate their own specific policies indicating what detailed considerations they take account of. These policies and/or guidance statements should not be the only deciding factor and each case should be considered on a site-specific basis. Camden Council's own policies and guidance states that the Council will expect a high standard of design in new shopfronts and when considering proposals for shopfront development the Council will consider the design of the shopfront and the existing character of the area.

The host building (application site) is located on the north side of High Holborn. The site is not particularly prominent and the advertisements are proposed to be displayed in parallel with the road, as such the visual impact should be minimal.

The advertisements proposed are in accordance with policy. They do not obscure any architectural features of the buildings and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or

disturb residents or occupiers. The location of the graphics is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The proposed advert is in general compliance with policies CS14, DP24, DP25 and DP30 of the Local Development Framework.

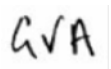
## **Conclusion**

It is felt that this application proposal meets the criteria of both the local and national policy considerations. In such a busy commercial location, the proposal would provide an aesthetically acceptable, addition to the street scene. It is considered that the proposed advertisements would not result in negative impacts on neighbouring occupiers, or public highway safety. The context and appearance of the host building will remain very clear for all to see. The effect of the advertisement will ensure that the building is read first and foremost with the advert being a subservient and secondary feature.

We therefore ask that advertisement consent is granted accordingly.

We look forward to receiving confirmation that the application has been validated. Should you wish to discuss further, please do not hesitate to call Camille Soor or Gareth Jackson at this office.

Yours sincerely

A handwritten signature in black ink, appearing to read 'GVA', followed by a vertical line.

**GVA**