

Mr Charles Thuairé
Development Management
London Borough of Camden
5 Pancras Square
London
N1C 4AG

27th March 2018

Dear Charles

**Planning (Listed Buildings and Conservation Areas) Act 1990
Town and Country Planning (Control of Advertisement) Regulations 2007
2-6 Southampton Row, London, WC1B 4AA**

On behalf of Havza Ltd, Planning Resolution Ltd submit via the planning portal an application for Consent to Display an Advertisement and associated listed building consent application for the display of a non-illuminated name sign relating to the operation of the building as a hotel at 2-6 Southampton Row, London, WC1B 4AA.

Design & Access Statement

2-6 Southampton Row was listed Grade II* in 1982. The applications are supported by a Heritage Statement prepared by Bosence Building Conservation, which provides an Overview of Heritage Asset, Assessment of Heritage Values, and a Summary of Significance.

In summary, an application is being sought to attach a new sign to the external stonework of the building. The new sign would be located on the building at the corner of Catton Street and Southampton Row. It is required as the building's use has been altered from its initial conception as the headquarters of the Baptist Church into a Hotel.

There are currently 3 historic signs at the ground floor of this location. The proposal is to attach the new sign (the hotel's name: L'oscar London) over an existing painted sign. There are currently 4 fixing holes in the stonework, which are to be used for the new sign, ensuring no further damage to the building. The sign would signify that this historic building has been adapted for modern use, whilst the historic use (reference to the Baptist Church) is still highly visible directly above the new sign.

The sign has been designed in the same visual language as the architectural mouldings that surround it. Within the immediate location of the proposed sign, there are a lot of rounded mouldings and a lot of levels that constantly raise and drop.

The proposed sign is made from bronze, with a raised brass logotype and bevelled edge. There would be a gold keyline around the edge of the sign, which would reflect the keyline that appears in the memorial stone above it and the keylines on the awnings.

The depth of the proposed sign will be the same depth of the inset memorial stone above it, so that there is some unity in the design. The width and height of the sign is marginally wider than the existing painted sign which will

simply be covered by the proposed sign and thus retained in-situ and capable of 'reversibility' in the future - the addition of the new sign would be reversible, and no harm would be done or sustained to the original fabric.

We enclose the following:

- Heritage Statement, produced by Bosence Building Conservation;
- Dimensions and Section of proposed sign;
- Details of the signage lettering;
- Elevation drawings to show location of proposed sign;
- Wider Photomontage;
- Existing Photo; and
- Proposed Photomontage.

We trust that the submission is sufficient and look forward to confirmation of validation in due course. However please contact me if you wish to discuss any matters in the meantime.

Yours sincerely,



David Williams
Director
Planning Resolution Ltd

david@planningresolution.co.uk
tel: 07702 759034