

Development Management
London Borough of Camden
2nd Floor, 5 Pancras Square
London
WC1H 9JE

17th July 2018

Dear Sir / Madam

**APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS AT 19-29 WOBURN PLACE,
WC1 0LH**

On behalf of our client, GCP Bloomsbury Ltd, please find enclosed an application for consent to display advertisements at 19-29 Woburn Place, WC1.

19-29 Woburn Place is a nine storey block dating from the 1930s originally built as offices but converted to student housing in 2008. The building has recently been acquired by GCP Bloomsbury Ltd who are in the process of refurbishing the accommodation for continued use as student housing.

This application seeks permission for the following:

“Advertisement consent for the: installation of 1 x backlit building sign at ground floor level to the Tavistock Place elevation”

The application submission comprises the following documents:

- (i) Application for Consent to Display Advertisements Form
- (ii) Application Drawings
- (iii) Supporting Statement (see below)
- (iv) Application fee

We trust that the enclosed is in order and look forward to receiving acknowledgement shortly that the application has been formally registered. In the meantime should you require clarification on any issues or wish to discuss this matter further please do not hesitate to contact me.

Yours sincerely



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19-29 WOBURN PLACE, WC1
Supporting Statement – July 2018
Application for advertisement consent

1.0 The application site

- 1.1 19-29 Woburn Place is a nine storey block dating from the 1930s originally built as offices but converted to student housing in 2008. The building has recently been acquired by GCP Bloomsbury Ltd who are in the process of refurbishing the accommodation for continued use as student housing.
- 1.2 The site is located within the Bloomsbury Conservation Area and the existing building is considered to be a positive contributor to the character and appearance of the area. Planning permission has recently been granted for alterations to the entrance of Woburn Place, including installation of a new door and replacement facing materials (LPA ref: 2017/6969/P).

2.0 Application proposals

- 2.1 Advertisement consent is sought for the installation of a backlit building sign at ground floor level to the Tavistock Place elevation.



Illustration of proposed building sign on Tavistock Place

3.0 Legislative and planning policy context

- 3.1 Part 1, Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that local planning authorities shall exercise their power under these Regulations in the interests of amenity and public safety, taking into account the provision of the development plan, so far as they are material, and any other relevant factors.
- 3.2 The statutory development plan comprises The London Plan (MALP) (2016) and the Brent Local Plan. In addition, national planning policy, supplementary guidance and best practice are relevant material considerations.
- 3.3 We set out below the planning policy framework within which the proposals should be considered:

National Planning Policy

- National Planning Policy Framework (NPPF) (2012); and
- National Planning Practice Guidance (2014)

Regional Planning Policy

- The London Plan (MALP) (2016)

Local Planning Policy and Guidance

- The Camden Local Plan (2017)
- Camden Planning Guidance Advertisements (draft November 2017)

The National Planning Policy Framework (2012)

- 3.4 Government guidance on the control of advertisements is set out at Paragraph 67 of the NPPF, which states *“control over outdoor advertisements should be efficient, effective and simple in concept and operation. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

National Planning Practice Guidance (NPPG) (2014)

- 3.5 The NPPG provides guidance regarding the considerations a local planning authority should take into account in assessing public safety in relation to advertisement application which include:
- the safety of persons using any highways, railway, waterway, dock, harbour or aerodrome;
 - whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

- 3.6 Amenity is not exhaustively defined in the Regulations. However, in practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement, where residents or passers-by will be aware of the advertisement.

Camden Local Plan (2017)

- 3.7 Policy D4 of the Local Plan states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.
- 3.8 The Council will support advertisements that:
- (a) preserve the character and amenity of the area; and
 - (b) preserve or enhance heritage assets and conservation areas.
- 3.9 The Council will resident advertisements that:
- (d) contribute to street clutter in the public realm;
 - (e) cause light pollution to nearby residential properties or wildlife habitats;

- (f) have flashing illuminated elements; or
- (g) impact upon public safety.

Camden SPD Advertisements

- 3.8 The Council's supplementary guidance states that advertisements on buildings should normally be in keeping with the scale and character of the building, and surrounding area.

4.0 Planning considerations

- 4.1 In light of the policy and legislative context set out above it is considered that the proposed advertisement is appropriate for the following reasons:

Amenity: The proposed signage has been carefully design to complement the overall development and will provide an important wayfinding tool to orientate visitors to, and users of, the development.

The scale of the signage is proportionate to the overall scale of the building and relates well to the character and architectural features of the host building. The proposed sign is not considered to give rise to any significant adverse impact on amenity to justify refusal of consent.

Highways and public safety: It is considered that the proposed signage would have no adverse effects on highway safety, given the position and nature of the proposed lighting fixture, together with the limited level of illuminance and the fact that illumination would be static.