



Our Ref: RB/LN4316

8 July 2019

Development Management  
London Borough of Camden  
2nd Floor  
5 Pancras Square  
London  
N1C 4AG

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT - BT TOWER, 60 CLEVELAND STREET,  
LONDON, W1T 4JZ - PP: 07985056**

On behalf of our client, BT Group, we are pleased to enclose an application seeking advertisement consent at the BT Tower to replace the existing signage with the company's new branded logo. The application relates to the following signage:

- Item 2 – Replace vinyl logo with new panel and purple vinyl logo (non-illuminated) at Cleveland Street (express consent);
- Item 11A + 11B – Replace 'The Tower – not open to the public' signs at the Maple Street entrance (express consent);
- Item 3 – Replace address sign with new branding at Cleveland Street entrance (deemed consent); and
- Item 14 – Replace address sign with new branding at Maple Street entrance (deemed consent).

In addition to this cover letter, the application is supported by:

- Application forms;
- Site Location Plan;
- Existing and proposed elevations;
- Existing and proposed images of the new advertisements;
- A BT Brand Booklet illustrating the dimensions and specifications; and
- Application fee for £132 paid via the Planning Portal.

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## **Background**

The new, simple BT logo replaces the multi-coloured Connected World symbol and the accompanying 'logotype' (the fat blue letters 'BT') which have been with BT since 2003.

The previous logo was put together for a largely pre-digital world, where the internet was in its infancy, smartphones and tablets didn't exist, and most of their brand touchpoints were in print. Today, 90% of BT's brand touchpoints are on screen – online, on TV, on apps and on mobile devices. BT's customers found it confusing, too complicated and with too many elements and colours.

As BT transform the business this new simple logo brings to life the idea of best connected in a warm, vibrant, expressive way within their branded communications and on-screen applications.

## **The Site**

The BT Tower is a Grade II listed communications tower located in the district of Fitzrovia. The tower serves as a functioning global telecommunications centre, relaying broadcast, internet and telephone signals around the world. The BT Tower also contains a revolving restaurant at the 34<sup>th</sup> floor and a London Weather Centre radar mast. The tower is not located in a conservation area and is not constrained by any other planning policy designations.

## **Planning Policy**

NPPF Paragraph 132 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Plan Policy D4 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. Camden Council adds that it will support advertisements that preserve the character and amenity of the area and preserve or enhance the heritage assets.

## **Assessment**

The application proposes to replace the existing signage at the BT Tower at street level to reflect the company's new branding. The physical signs themselves will be replaced like-for-like in the various locations at the A and C entrances and will be non-illuminated to match as existing. All signs have been designed to preserve the Grade II listed building and the character and amenity of the local area. In this regard, the application for advertisement is considered to accord with NPPF paragraph 132 and Local Plan Policy D4. Full details of each sign are provided in the accompanying BT Brand Booklet.

## **Conclusions**

We trust that the information submitted will allow the London Borough of Camden to register and validate the application at their earliest convenience. Should you require any further information or seek clarification, please do not hesitate to contact me.



Yours faithfully,



Ross Brereton BA (Hons) MSc MRTPI  
**Senior Planner**  
WYG Group Limited