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Date: 03/01/2020

Regeneration and Planning
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall
Judd Street
London
WC1H 9JE

Dear Sir or Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

APPLICATION FOR THE DISPLAY OF ADVERTISEMENT AT 12 ROGER STREET, WC1N 9JU

On behalf of The King's College of Our Lady of Eton beside Windsor otherwise known as Eton College (hereafter 'The Applicant'), we are pleased to submit this application for advertisement consent at 12 Roger Street, London, WC1N 2JU. This application is submitted in accordance with Part 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

In addition to this letter, the application comprises the following documents:

- Application Form;
- Proposed signage details (Dwg AD(4)01);
- Existing front elevation (Dwg AE(0)10);
- Proposed front elevation (Dwg AE(2)10);
- Existing side elevation (Dwg AE(0)11);
- Proposed side elevation (Dwg AE(2)11);
- Site Location Plan; and,
- Site Block Plan.

The requisite application fee of £132 has been paid using the Planning Portal's online payment system.

Site and surroundings

Bidwells, 25 Old Burlington Street, London W1S 3AN
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The site is situated on a corner plot between Roger Street and North Mews, of which these roads form the northern and eastern boundaries respectively. A five-storey building occupies the site of which the area measures 16,888 sq ft (1,569 sq m). The building is currently used as Use Class B1 - Offices.

Planning history

Planning applications for the site include:

2009/3025/P - Replacement of windows on all elevations including alterations to ground floor street entrance and rear courtyard entrance, replacement of roof lantern by new rooflights on 1st floor roof; installation of replacement plant on 1st floor flat roof with associated acoustic enclosure, and new plant on main 5th floor roof. Granted on 4 November 2009.

2019/5864/P - Erection of a single storey first floor rear extension (western elevation) following removal of the existing plant at first floor level; installation of a plant enclosure to the main roof; relocation of the main entrance to face Roger Street (northern elevation); alterations to the front and side facade elevations including changes to fenestration, facing materials and installation of a new entrance gate; installation of a cycle store and bin store within the existing courtyard. Decision pending.

Proposals

We are seeking permission for the display of advertising at 12 Roger Street.

The proposed advert comprises 1 x sign measuring 2850mm in width and 800mm in height. It will project away from the building by 10mm and will be located approximately 12.7m above ground floor level. The sign is proposed to be PPC aluminium fret cut letters in matt black, adhered to the render as annotated on drawing AD(4)01.

The attached plans show the positioning of the advert, proposed at the top of the retained corner wall of the building, which fronts onto both Roger Street and North Mews.

Assessment

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (hereafter 'the regulations') require the Local Planning Authority to only consider two issues with regard to advertisements; namely the interests of amenity and public safety. This is also replicated within para 132 of the NPPF (2019) which states that "*Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*".

In considering the impact on amenity, the effect of the advert on the appearance of the immediate neighbourhood, where residents or passers-by will be aware of the advertisement, must be taken into account. Due to the scale and positioning of the proposed advertisement, as displayed on proposed elevation drawings AE(2)10 and AE(2)11, the branding will be visible to pedestrians and other road users. However, the signage is clear in design and unobtrusive, providing the name of the building only.

Moreover, the proposed signage will be visible to the adjacent listed buildings and Conservation Area. As such, the thoughtful and discrete design and the associated materials will ensure that the proposals are consistent with the nature of the surrounding area and will not result in harm to the designated heritage assets. The proposed signage is therefore not considered to detract from the setting of the Bloomsbury Conservation Area and will have no physical impact or setting of the listed buildings.

In considering public safety, the impact of the branding on the safe use and operation of any form of traffic or transport including the safety of pedestrians, must be considered. There is no illumination which would distract drivers and the advertisement is not considered to have an adverse impact on the safety and operation of the adjoining public highway. Furthermore, due to the positioning of the proposed advert, it is unlikely that harm would be caused to the safety of pedestrians.

In light of the above, we believe that the display of advertising would not detrimentally impact the amenity, nor would they have a significant impact on the public safety of the surrounding area and recommend that the application is granted.

In the meantime, we trust that the application is in order and look forward to receiving an acknowledgement of the safe receipt of this application. Should you require any further information or have any further queries regarding this matter, please do not hesitate to contact me.

Yours faithfully,



Natalie Rowland
Principal Planner, Planning

Enclosures: As above