

PLANNING STATEMENT

**40-42, WOBURN PLACE, BLOOMSBURY
LONDON, WC1H 0JX**

Description of proposed works:

2x externally illuminated projecting signs.

Location and Local Characters

The application site is situated between Russell Square and Tavistock Square in the London Borough of Camden. The property fronts the western side of Woburn Place.

Brief Introduction of the application site

The application site is situated at the ground floor. The front elevation of the property is facing Woburn Place. The site is not a listed building but lies within the Bloomsbury conservation area.

Key Planning Policies

Camden Local Plan 2017 policies reinforces the principles of the NPPF setting out a clear rationale for high quality design.

Policy D4 - 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

Design Proposal

The proposal is to apply for planning permission for the addition of new 2x externally illuminated projecting signs. The new sign is proposed to be white in background with red and orange text. The method of illumination is to be external and to be provided with down lighting to externally light the projecting signage on both sides of Woburn Place.

The illumination shall be similar, and the level of advertisement shall be in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements. It is understood that the luminance levels shall be 5000 candelas

Proposed elevations (40_42WP_TD 005) and (40_42WP_TD 006) has been provided to show these alterations, measurements and other relevant scaled information and are included as a supporting document to this application.

Appearance

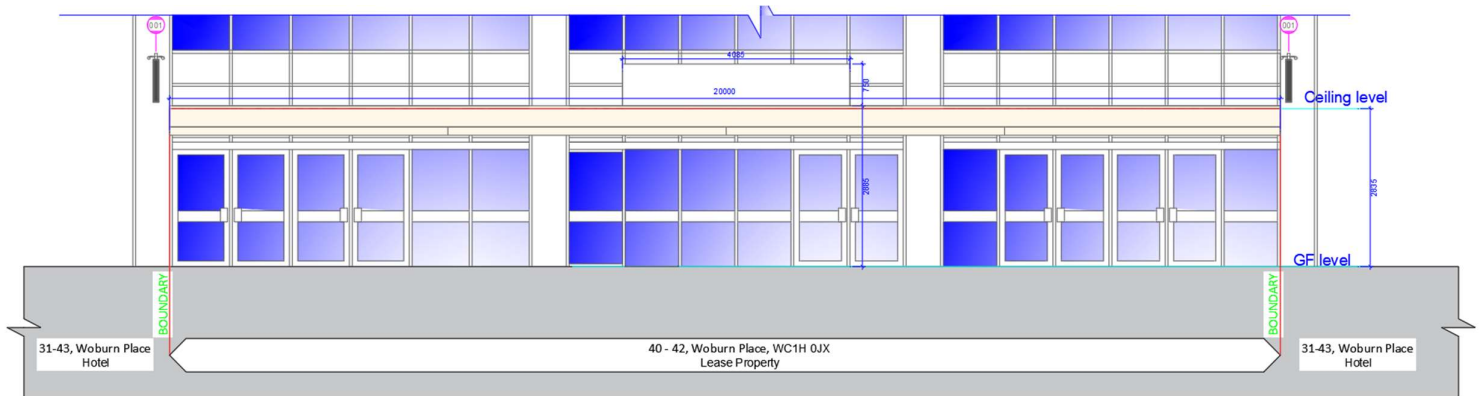
The proposal will be respectful of the form, fabric, design and scale of the surrounding buildings and is considered to preserve and be compatible with the local character.

Materials

The materials used are attune to the local neighbouring character and avoid detriment to the context of the site.

Conclusion

The proposal is considered to be in accordance and meets local and national policy. The application is designed sympathetically by not obscuring or damaging specific architectural features of the building. The proposal respects, preserves and enhances the characteristic of Bloomsbury conservation area.



Proposed elevations (40_42WP_TD 005)

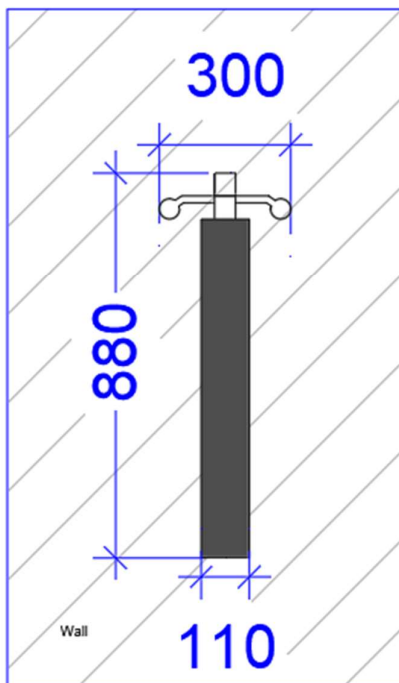
Item:
001: Projection Sign

Dimensions:
800mm x 880mm

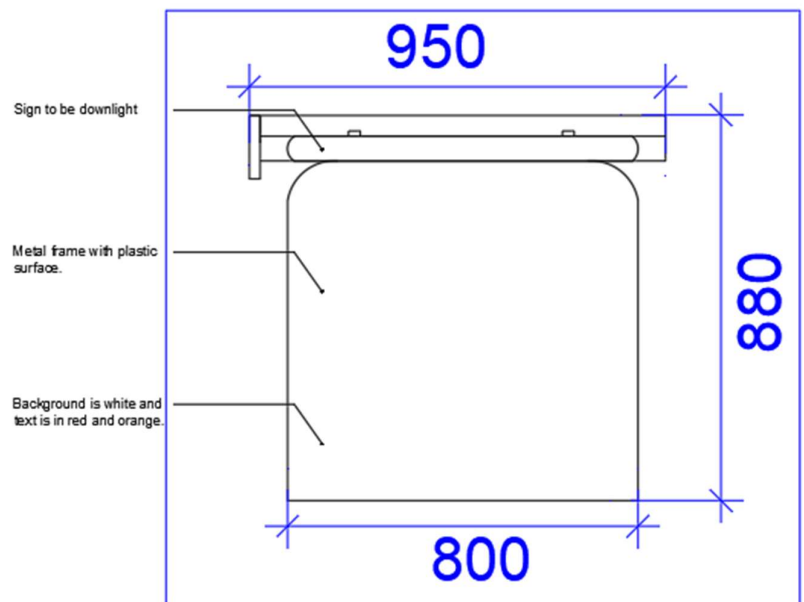
Material:
Metal frame with plastic surface. White background

Finishing:
Externally illuminated by downlight fixed to wall

Side Profile



Straight on profile



Proposed elevations (40_42WP_TD 006)