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Development Management
London Borough of Camden
Crowndale Centre
218 Eversholt Street
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26th July 2021

Submitted online via the planning portal (Ref. PP-10013404)

Dear Sir/Madam,

APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY SIGNAGE AT 67-69, LINCOLN'S INN FIELDS, LONDON, WC2A 3JB

On behalf of Queen Mary University London ('QMUL') ('the applicant'), please find enclosed an application for consent to display an advertisement. The application is made on the Planning Portal (ref: PP-10013404).

In support of the application, we submit the following:

- Approved and proposed plans (listed below) (prepared by Keystone Signage);
- Completed application form (prepared by CBRE); and,
- Planning application fee of £132 (plus £28 Planning Portal administration fee), paid by BACS.

Site

The site is bounded by Lincoln's Inn Fields to the east, Remnant Street to the south and Kingsway to the west and is home to QMUL's Centre for Commercial Law Studies.

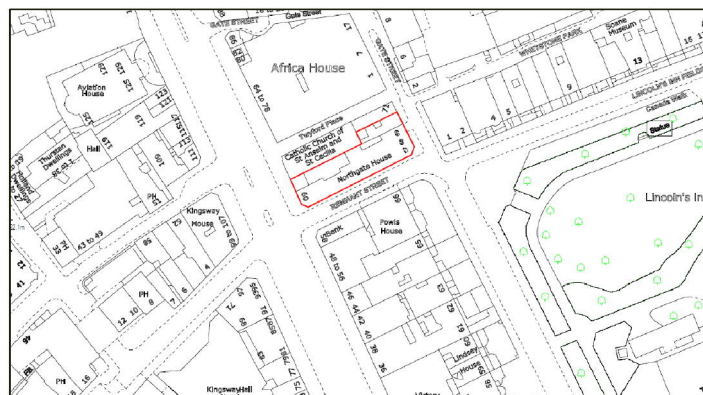


Figure 1 - Site Location Plan

Proposals

The proposals comprise the installation of one replacement sign at the south-eastern aspect of the site where the main entrance to the building is located. The replacement is located immediately above the main entrance at ground floor level.

Planning Assessment

Design

LBC 2017 Local Plan Policy D4 (Advertisements) requires advertisement proposals to preserve or enhance the character of their setting and host building. Given the proposed sign is a replacement of an existing sign and is similar in size, it is considered to be appropriate for the site. Additionally, the proposals will ensure consistency with QMUL's other campuses, providing a coherent wayfinding strategy across the wider University Estate.

Heritage

The eastern part of the site is located within the Bloomsbury Conservation Area (CA) and the western part of the site is located within the Kingsway CA. As the proposed replacement sign is located at the south-eastern part of the building, this is located within the Bloomsbury CA. The Bloomsbury CA Appraisal and Management Strategy (2011) recognises the historic importance of the area. Additionally, there are several neighbouring listed heritage assets including the neighbouring Grade II listed Roman Catholic Church of St Anselm and St Cecilia (Historic England Ref. 1379265). Given the minor nature of the proposals, and that the sign is replacing an existing, the proposals are not considered to impact the setting of the CA or neighbouring listed heritage assets.

Summary

Please find the following drawings (prepared by Felix Lewis Architects) submitted in support of this pre-application request:

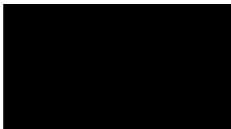
- Existing Elevation
- Proposed Elevation

The following documents have also been submitted with this pre-application request:

- Signage Pack (prepared by Keystone Signage).

We trust that you have all of the information required to validate the application but should you require any additional information then please do not hesitate to contact myself (Andy.Tuohy@cbre.com) or my colleague Hannah Blunstone (hannah.blunstone@cbre.com).

Yours faithfully,



ANDY TUOHY
ASSISTANT PLANNER
CBRE LTD