

10th September 2021

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Dear Sir/Madam,

HERBRAND HOUSE, BLOOMSBURY, LONDON, WC1N 1AF

On behalf of our client, LabTech Investments Limited ('Labs'), please find enclosed an application for consent to display an advertisement ('advertisement consent') and application for Listed Building Consent ('LBC'), at Herbrand House, WC1N 1AF ('the Site'). The application for advertisement consent and the application seeking LBC are both submitted in tandem for the same signage.

Labs is currently preparing a full planning application and application for LBC that will facilitate a multimillion-pound restoration programme for the building and enhance the long-term value of the site over the years to come by bringing it up-to-date with contemporary occupier requirements. These 'main applications' will be submitted to the London Borough of Camden ('LB Camden') over coming weeks and the application will be reflective of the proposals that have been discussed with planning and conservation officers over recent months through a formal pre-application process.

The building was previously occupied by McCann Enterprise but has been vacant since March 2020. Our client has recently secured an interim tenant, Thought Machine, who will occupy the building up until the 'main applications' are granted consent.

The advertisement consent and LBC application hereby submitted comprises the signage change on the exterior of the building to remove the McCann Enterprise branding and replace it with the Thought Machine branding.

Site and Surrounding Context

The site is a five storey Grade II listed building, located within the Bloomsbury Conservation Area in LB Camden.

Russell Court, a large-scale art-deco 1930's residential block is located to the west of Herbrand House and rises to nine storeys. It is in close proximity to Herbrand House and spans the western and northern sides of the building, within 10m (9.4m at closest). To the south of the site is the Morton Hotel, HSBC bank and Woburn Court, a period mansion block of five storeys.



The Proposed Development

Advertisement consent and LBC is sought for the following development ('the Proposed Development'):

'Removal and replacement of 1 no. fascia sign on the site's southern elevation.'

A detailed overview of the Proposed Development is set out within the accompanying drawings. In short, the Proposed Development is to replace existing redundant signage on the site's southern elevation with an updated signage that is reflective of the branding for the future occupier of the site.

The fascia sign will be approximately 3524cm in width x 400cm in height, fixed to the wall with black powder coated brass locators with the words 'Thought Machine' floating approximately 20mm from the wall. It will be in the same place as the existing McCann Enterprise signage.

Planning Assessment

The proposed signage is non-illuminated and is reflective in style to the design of the existing McCann signage. The proposed signage is considered to be in line with Policy D4 of the Camden Local Plan (2017), which seeks to ensure advertisements preserve or enhance the character of their setting and host building. It is considered that the Proposed Development does not meet any of the criteria for advertisements which would be resisted via Policy D4, these being advertisements which:

- Contribute to an unsightly proliferation of signage in the area;
- Contribute to street clutter in the public realm;
- Cause light pollution to nearby residential properties or wildlife habitats;
- Have flashing illuminated elements; or
- Impact upon public safety.

An update to the signage is essential for the future occupier of the Site to stake its claim on the building, as well as make it easier for visitors to find the Site.

For the above reasons, it is therefore considered that the Proposed Development should be fully supported.

Submission Documents

- In addition to this covering letter, the applications are supported by the relevant application forms and the following drawings, prepared by David Miller Architects:

Site Plan	
Site Plan	011001_P2
Existing Plans	
Existing East Elevation - Signage	030005_P4



Proposed Plans	
GA Proposed East Elevation – Signage	031005_P5
Proposed Signage Detail	074000_P5

We trust you have sufficient information to progress these applications, but should you have any queries then please do not hesitate to contact Marcus Stuart, or Natalie Render of this office.

Yours faithfully,

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