



Our Ref: JF/cjd/13617  
Direct Dial: 020 7832 0282  
Email: [john.ferguson@cgms.co.uk](mailto:john.ferguson@cgms.co.uk)

Planning Department  
Camden Council  
Camden Town Hall  
Judd Street  
London WC1H 9JE

140 London Wall  
London EC2Y 5DN

Tel: 020 7583 6767  
Fax: 020 7583 2231

[www.cgms.co.uk](http://www.cgms.co.uk)

Offices also at:  
Birmingham, Cheltenham,  
Dorset, Edinburgh,  
Kettering, Manchester,  
Newark

10 May 2012

Dear Sirs,

**ADVERTISEMENT CONSENT APPLICATION  
WOBBURN HOUSE, WOBBURN PLACE, LONDON W1H 0LU**

I write on behalf of our client, Unite Group Plc, in respect of an application for advertisement consent for a new surface mounted sign above the Tavistock Place entrance to Woburn House, Woburn Place.

**Background to the Proposal**

The change of use of Woburn House from office to student residential accommodation (LPA Ref 2006/0695/P) was permitted on 2 June 2006 and subsequently alterations to the scheme (LPA Ref. 2007/3554/P) were permitted on 29 March 2009. Neither of these permissions comprise conditions relating to access and the approved plans show two pedestrian accesses, one on Woburn Place (currently the main access for students) and one on Tavistock Place.

The intention of this application for new signage above the Tavistock Place entrance is to alert visitors to the Tavistock Place pedestrian entrance, that leads to the marketing suite just inside Woburn House at ground floor. This would not result in the closure of the other permitted access on the Woburn Place elevation that most residents use, however it would provide a clearer, more legible entrance for visitors who want to enquire and visit the marketing suite located at that end of the building.

Unite have been mindful of the locally listed status of the building and the surrounding Bloomsbury Conservation Area, and therefore propose a sympathetic sign at fascia level.

This letter also forms a Heritage Statement assessing the impact of the proposal on the Bloomsbury Conservation Area.

**Site and Surroundings**

The application site is located on the corner of Woburn Place and Tavistock Place. It is within the Bloomsbury Conservation Area and Woburn House is recognised as a positive contributor to the Cartwright Gardens/Argyle Square sub area.



## **Heritage Considerations**

Considering the location of the site within the Bloomsbury Conservation Area and its positive contributor designation to the Cartwright Gardens/ Argyle Square sub area, the design of the signage has been carefully considered to ensure it has minimal impact on the building. There is no specific reference describing the architecture of the host building in the Bloomsbury Conservation Area Appraisal and Management Strategy (2011), however the proposal retains all the historic features of the building. The design ensures retention of the character and appearance of the wider Bloomsbury Conservation Area in accordance with Policy DP25 of Camden's LDF Development Policies (2010).

The signage has been designed to accord with Section 8 of the Camden Planning Guidance – Design (2011). The new signage does not obscure or damage any architectural features of the building and minimally alters the external fabric of the building. The signage is appropriately located at fascia level and respects the character and appearance of the surrounding Bloomsbury Conservation Area.

## **Planning Considerations**

The proposal accords with Policy DP25 of Camden Development Policies by having no negative impact on the amenity of occupiers/neighbours, further the signage is not illuminated and is of sympathetic design so will have minimal impact on highway safety. Instead the proposal will have a positive impact on the visual amenity of the street. This accords with Policy DP 24 of Camden Development Policies that encourages visually interesting frontages at street level, thus the new signage enhances the appearance and interest of the Tavistock Place entrance, whilst retaining the historic features and character of the building.

## **Scope of Advertisement Consent Application**

Please find enclosed with this application:

- 1.Site Location Plan
- 2.Existing Elevation and photomontage, (drawing no. 619\_010\_A)
- 3.Proposed Elevation and photomontage including details of sign  
(drawing no. 619\_100\_A)
- 4.This letter (incorporating Heritage Statement)
- 5.Completed Application Form
- 6.Online payment of £95

I trust this meets the validation requirements. Please do not hesitate to contact either Matthew Roe or myself should you require any further information.

Yours faithfully



**John Ferguson**  
**Planner**

Enc.