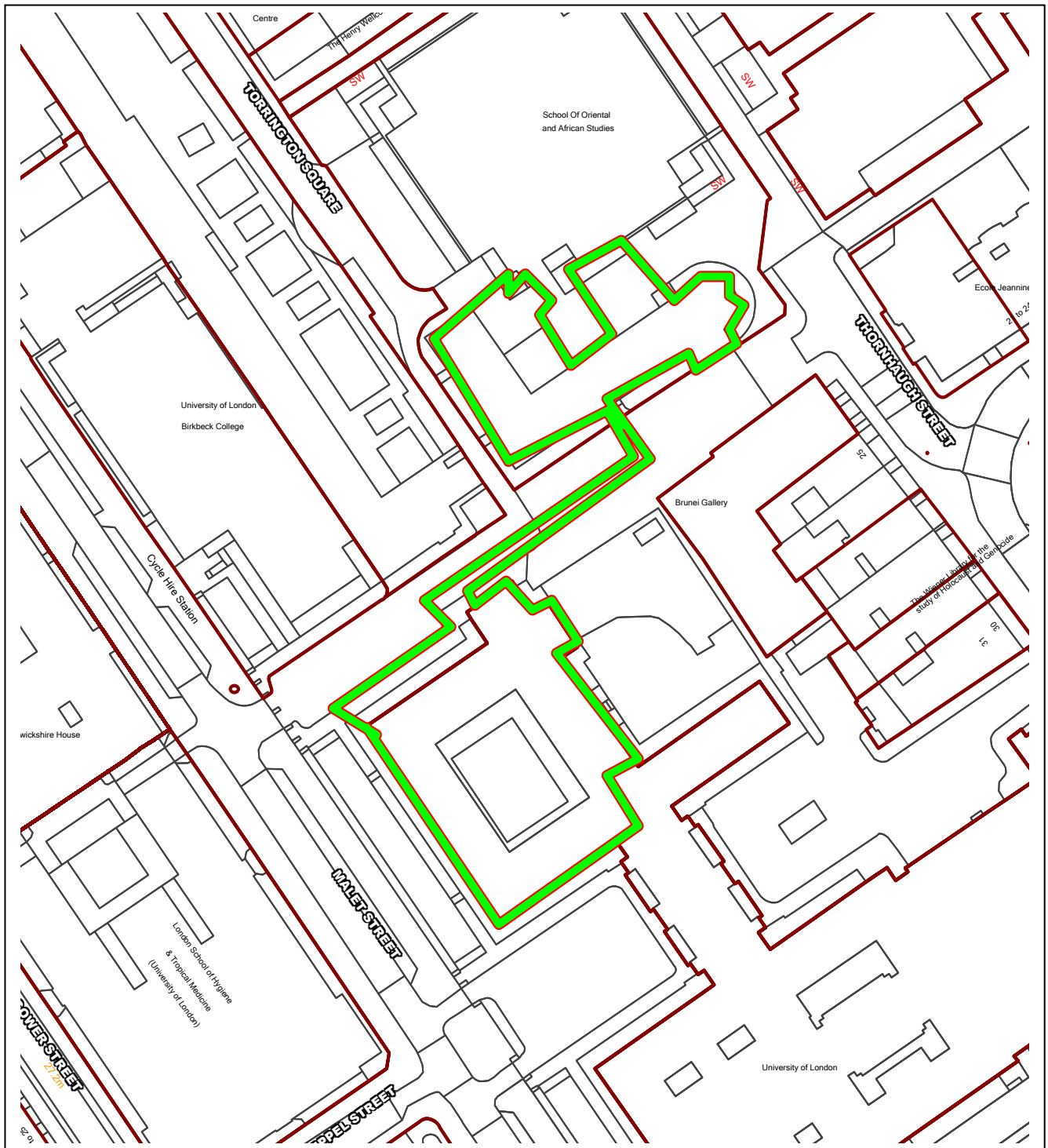


College Building and Senate House



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Site Photos



1. Aerial photo showing Senate House in the foreground and the College Building to the top left



2. Image showing banners on the north east corner of Senate House



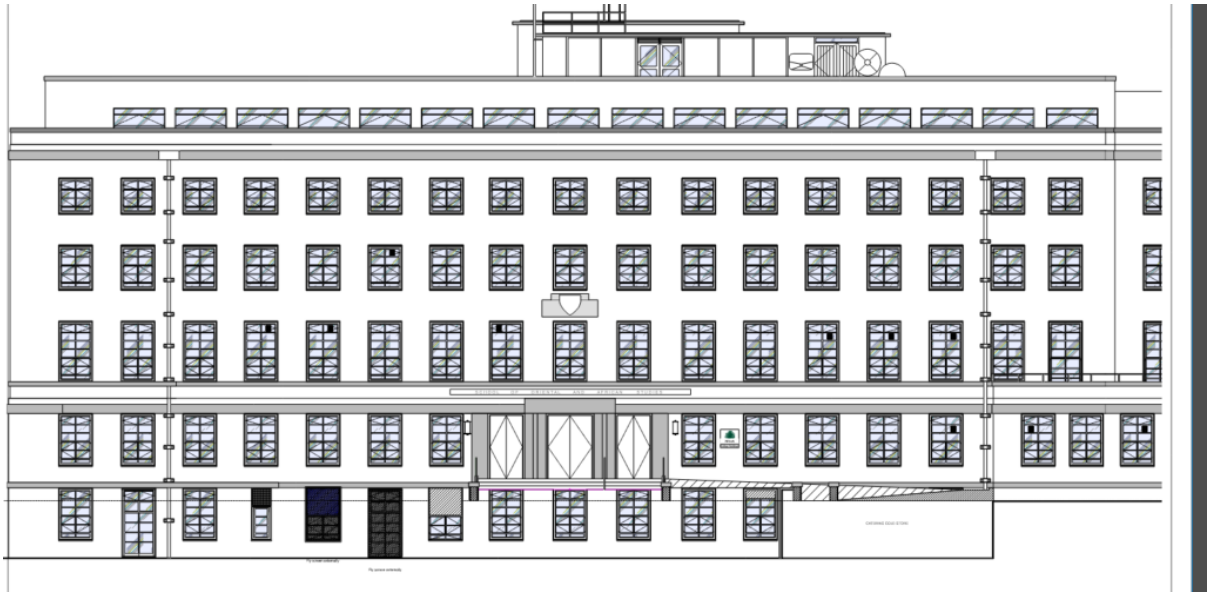
3. Image showing banners on the south west corner of the College Building



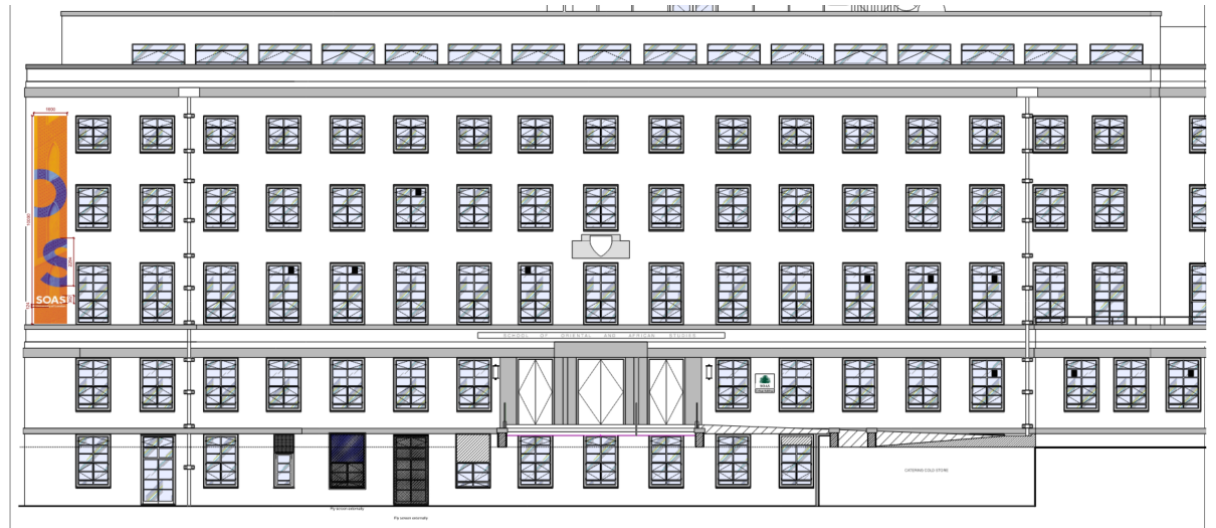
4. Pre-existing Senate House elevation



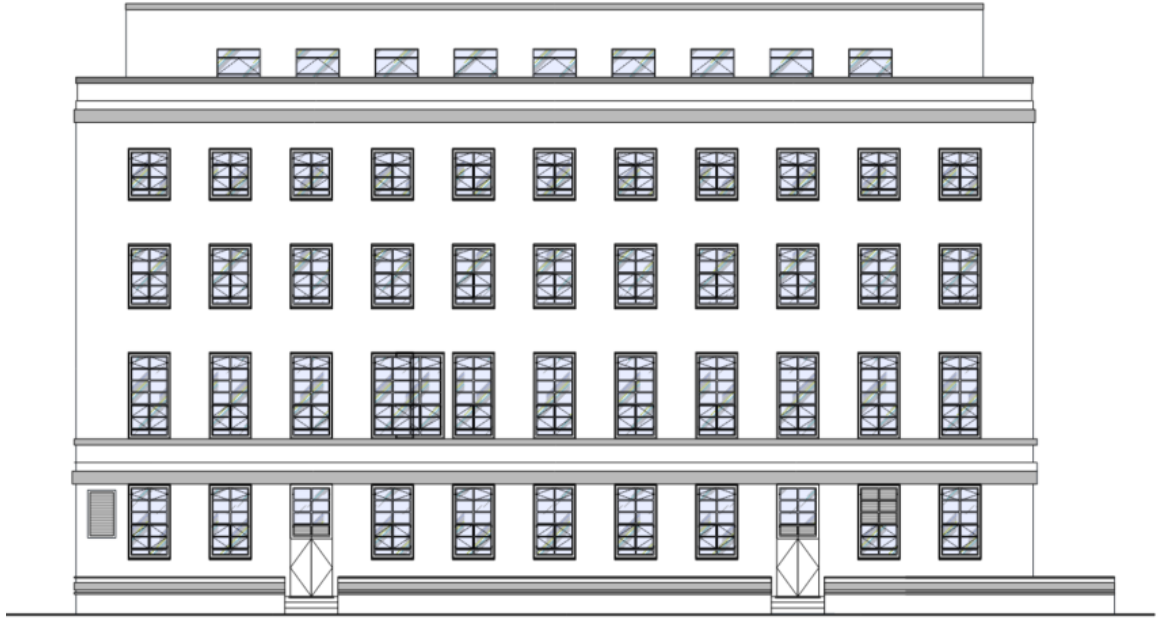
5. Proposed Senate House elevation



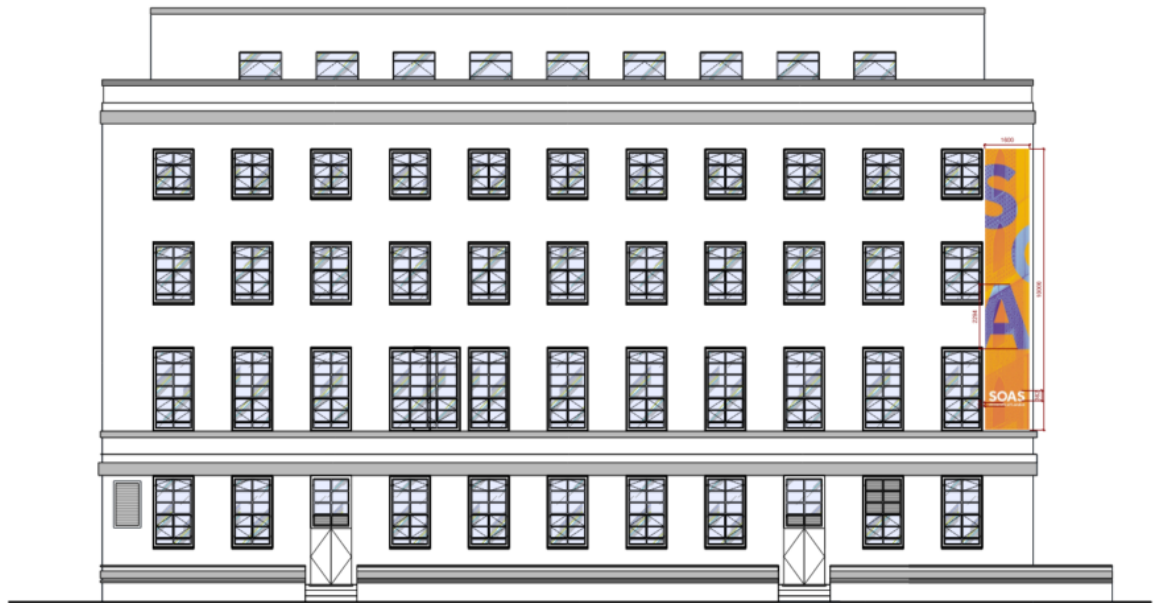
6. Pre-existing College Building south elevation



7. Proposed College Building south elevation



8. Pre-existing College Building west elevation



9. Proposed College Building west elevation

| | | | | | |
|---|----------------------------|---|-------------------------------------|--------------------------------------|------------|
| Delegated Report (Members Briefing) | | Analysis sheet | | Expiry Date: | 02/07/2025 |
| | | n/a | | Consultation Expiry Date: | 09/06/2025 |
| Officer | | | Application Numbers | | |
| Edward Hodgson | | | i) 2025/1909/L ii) 2025/1959/A | | |
| Application Address | | | Drawing Numbers | | |
| College Building & Senate House 10 Thornhaugh Street WC1H 0XG | | | Refer to draft decision notice | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | |
| | | | | | |
| Proposals | | | | | |
| i) Temporary display of 2x banners to the south-western corner of the College Building and 1x banner to north-east corner of Senate House between September and October each year ii) Temporary display of 2x banners to the south-western corner of the College Building and 1x banner to north-east corner of Senate House between September and October each year | | | | | |
| Recommendations | | i) Grant Conditional Listed Building Consent ii) Grant Conditional Advertisement Consent | | | |
| Application Types | | i) Listed Building Consent ii) Advertisement Consent | | | |

| | | | | | | |
|------------------------------------|--|---|-----------------------------|----|---|-------------|
| Conditions: | Refer to Draft Decision Notice | | | | | |
| Informative: | | | | | | |
| Consultations | | | | | | |
| Published notices | Site notices were displayed at various locations around the application site from 09/05/2025 to 02/06/2025. | | | | | |
| | An advert in the local press was published on 15/05/2025 and expired on 08/06/2025 | | | | | |
| Adjoining Occupiers & local groups | No. notified | 0 | No. of individual responses | 00 | No. of objections No. of supports No. of comments | 1 0 0 |
| Bloomsbury CAAC | A letter of objection was received from the Bloomsbury Conservation Area Advisory Committee. Their objection is summarised as follows: | | | | | |
| | <ul style="list-style-type: none">A recent application at Birkbeck recently failed at appealThe banner on Senate House is excessively large and very bright. It is however located on a blank wall without architectural detail with less visibility compared to the two banners on College BuildingThe two banners on the corner of College Building are especially objectionable. They break the symmetry of the architecture, are too bright and are visible in long views from Malet Street which is not part of the university campus <p><u>Officer's Response:</u></p> <ul style="list-style-type: none"><i>The application is assessed on its own merits on a case-by-case basis. This application is for a temporary period only (two months each year at the beginning of the academic year). It is noted that a longer and more permanent display could result in harm to the listed buildings hence the control secured via condition. In addition, the banners subject to this application are more sensitively located and less dominant than those at Birkbeck. The appeal application related to 9x banners and this application relates to 3x which is less of a proliferation.</i><i>The contents of an advert, such as colour, text and logos, cannot be controlled under the regulations</i> | | | | | |

| | |
|-------------------------|--|
| Historic England | Historic England were consulted on the applications and responded advising the Council to determine the applications as it thinks fit. |
|-------------------------|--|

Site Description

The College Building is Grade II listed and forms part of the SOAS central London Campus, it is connected to the Philips Building which is Grade II* and is within the Bloomsbury Conservation Area.

The building was designed by Charles Holden and was constructed from 1939-45. The building is five storeys over a basement, the principal south facing elevation has 17 windows and there is a curved corner bay to the eastern end. The building is constructed from brown brick and has Portland Stone dressings, windows have flush metal frames with horizontally set panes. The building is linked to the Philips Building designed by Denis Lasdun via link corridors on each floor.

Senate House is a Grade II* listed building within the Bloomsbury Conservation Area designed by Charles Holden and constructed between 1932 and 1938. The building is of a brick load-bearing construction with Portland stone facing. The building has a symmetrical design, comprising a central tower flanked by two courtyard ranges to either side.

Relevant History

Application site:

2019/3985/A - 6 No. A1 (594mm wide x 841mm high) signage boards secured to the perimeter railings on Malet Street. The proposed A1 signs will be in pairs, situated at three locations along the railings. The proposed signs will be used to advertise events for the University of London, School of Advanced Studies and Senate House Library. **Granted - 15/10/2019**

Birkbeck College Malet Street

2024/3655/A - Display of 9 x banners around the site (retrospective). **Refused and warning of prosecution action to be take and dismissed at appeal 18/03/2025.**

Reasons for refusal:

The advertisements, by reason of their scale, siting, and design would appear as dominant and incongruous features that harm the character and appearance of the host buildings, street scene, the setting of the nearby Grade II listed buildings, and Bloomsbury Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements), of the London Borough of Camden Local Plan 2017.

Relevant policies

National Planning Policy Framework 2024

London Plan 2021

Camden Local Plan 2017

D1 – Design

D2 – Heritage
D4 - Advertisements

Draft Camden Local Plan

The Council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications which has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

Camden Planning Guidance

[CPG Design \(2021\)](#)

[CPG Transport \(2021\)](#)

[CPG Amenity \(2021\)](#)

[CPG Advertisements \(2018\)](#)

Assessment

1. Proposal

- 1.1 Listed building and advertisement consent is sought for the temporary display of two banners on the south-west corner of College Building and one banner on the north-east corner of Senate House. The banners have already been erected and have been subject to enforcement action under ref EN24/0828. It is now proposed to retain the banners but only for a limited period each year at the beginning of the academic year (September and October).
- 1.2 The two banners on the College Building measure 1.6m by 1m, and the one on Senate House measures 5m by 12.75m.

2. Assessment

- 2.1 The principal consideration in the assessment and determination of the listed building application is heritage in terms of the impact on the listed buildings.
- 2.2 The principal considerations in the assessment and determination of the advertisement consent application are:
 - the impact of the proposal on visual amenity (including neighbouring amenity in so far as the Control of Advertisement Regulations 2007 allow); and
 - the impact of the proposal on highway, pedestrian and cyclist's safety.

3. Heritage

- 3.1 Local Plan Policy D2 (Heritage) states that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.
- 3.2 Listed buildings are designated heritage assets. To preserve or enhance the borough's listed buildings, the Council will: i. resist the total or substantial demolition of a listed building; j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and k. resist development that would cause harm to significance of a listed building through an effect on its setting.
- 3.3 Para 213 of the National Planning Policy Framework states:

Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of: a) grade II listed buildings, or grade II registered parks

or gardens, should be exceptional; b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

- 3.4 The banners on the corner of the College Building are sensitively positioned to ensure they do not overly detract from the architectural features of the building. The banners line up with the banding and windows on the elevation and while bright and eye catching, they are respectful of the building. Moreover, the advert regulations stipulate that Councils cannot specifically control the contents of any adverts in terms of colour, text or logos.
- 3.5 The banner on Senate House is located on a relatively plain section of wall and does not obstruct any architectural features. It is appreciated that the banners add visual clutter to the listed buildings, however, the temporary erection of the banners for wayfinding purposes will not cause any permanent harm to the building and will help facilitate the smooth running of the university. The banners would be limited to the first half-term of each academic year, during the months of September and October.
- 3.6 As such, the temporary nature of the banners means that no harm is identified to the listed buildings and the proposal is in general accordance with policy D2 of the Local Plan.

4. Advertisement Consent Application

- 4.1 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

Amenity: Visual impact and impact on residential amenity

- 4.2 Local Plan Policy A1 (Managing the impact of development) confirms that the Council will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties.
- 4.3 Local Plan Policy D4 (Advertisements) confirms that the “*Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.*” (Paragraph 7.82).
- 4.4 Camden Planning Guidance (CPG) Design advises that good quality advertisements should respect the architectural features of the host building and the character and appearance of the surrounding area. CPG Amenity advises that artificial lighting can cause light spillage and glare, as well as, be damaging to the environment through having a detrimental impact on the quality of life of neighbouring residents and by changing the character of a locality.
- 4.5 As discussed in the above heritage section, the banners would only be displayed for a temporary period every year. A more permanent display of banners would be considered harmful and would result in visual clutter which would detract from the appearance of the listed buildings and the wider conservation area. The temporary nature means that the banners would not significantly impact on the visual amenity of the surrounding area.
- 4.6 The banners are non-illuminated and are located some distance away from nearby residential occupiers. As such, they would not impact on the amenity of neighbouring residential occupiers.

Public Safety

- 4.7 Local Plan Policy A1 (Managing the impact of development) states that the Council will resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network.
- 4.8 More specifically, CPG Advertisements in Paragraph 1.10, supported by Local Plan Policy D4, advises that, ‘*Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).*’
- 4.9 Additionally, CPG (Transport) also seeks to ensure that there is no adverse impact on the highway network, the public footway and crossover points.

- 4.10 The banners are non-illuminated and are located within the university campus with limited access. Given the nature, scale and siting, the banners are not considered to impact upon highway safety.
- 4.11 In terms of public safety, therefore, the signage would not create an obstruction nor a create a distraction to pedestrian or vehicular traffic which might otherwise cause a hazard to highway safety for road users or pedestrians, and as such, there are no public safety concerns associated with the proposed display of advertisements.

5. Recommendation

- i) Grant Conditional Listed Building Consent
- ii) Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 27th July 2025, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2025/1959/A
Contact: Edward Hodgson
Tel: 020 7974 8186
Email: Edward.Hodgson@camden.gov.uk
Date: 21 July 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk

Turnberry Consulting Limited
41-43 Maddox Street
London
W1S 2PD

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
College Building & Senate House
10 Thornhaugh Street
WC1H 0XG

DECISION

Proposal:

Temporary display of 2x banners to the south-western corner of the College Building and 1x banner to north-east corner of Senate House between September and October each year

Drawing Nos: Site Location Plan 250384 - 1100 P01, 250384 - 1101 P01, 250384 - 1300 P01, 250384 - 1301 P01, 250384 - 1302 P01, 250384 - 1500 P01, 250384 - 1501 P01, 250384 - 1502 P01, 250384 - 1503 P01, Heritage, Planning, Design & Access Statement May 2025

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The banners hereby permitted are for a temporary period only and must only be displayed between the period of 1 September and 31 October each year.

Reason: The type of structures are not such as the Council is prepared to approve, other than for a limited period, in view of their appearance. The permanent retention of the structures would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

DRAFT

DECISION

Application ref: 2025/1909/L
Contact: Edward Hodgson
Tel: 020 7974 8186
Email: Edward.Hodgson@camden.gov.uk
Date: 21 July 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk

Turnberry Consulting Limited
41-43 Maddox Street
London
W1S 2PD

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
College Building & Senate House
10 Thornhaugh Street
WC1H 0XG

DECISION

Proposal:

Temporary display of 2x banners to the south-western corner of the College Building and 1x banner to north-east corner of Senate House between September and October each year

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The Council has considered your application and decided to grant subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Location Plan 250384 - 1100 P01, 250384 - 1101 P01, 250384 - 1300 P01, 250384 - 1301 P01, 250384 - 1302 P01, 250384 - 1500 P01, 250384 - 1501 P01, 250384 - 1502 P01, 250384 - 1503 P01, Heritage, Planning, Design & Access Statement May 2025

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 4 The banners hereby permitted are for a temporary period only and must only be displayed between the period of 1 September and 31 October each year.

Reason: The type of structures are not such as the Council is prepared to approve, other than for a limited period, in view of their appearance. The permanent retention of the structures would be contrary to the requirements of policies D1 and D2 of the Camden Local Plan 2017.

Informative(s):

- 1 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Chief Planning Officer

DRAFT

DECISION