

Planning Solutions Team
Planning and Regeneration
Culture & Environment Directorate
London Borough of Camden
2nd Floor, 5 Pancras Square
London
N1C 4AG

Date: 3 September 2024
Our ref: 64060/01/NG/LG/32729514v1

Dear Sir/Madam

15 Fitzroy Street, London, W1T 4BQ – Advertisement Consent Application

On behalf of our client, DGE Fitzroy Street Limited, please find enclosed an application seeking advertisement consent at 15 Fitzroy Street, London, W1T 4BQ.

The application comprises:

- 1 Application form;
- 2 This cover letter;
- 3 Site Location Plan (ref. 21063-SQP-ZZ-ZZ-DR-A-PL111 Po5), prepared by Squire and Partners;
- 4 Block Plan (ref. 21063-SQP-ZZ-ZZ-DR-A-PL112 Po5), prepared by Squire and Partners;
- 5 Consented 'Proposed – East Elevation' (ref. 21063-SQP-ZZ-ZZ-DR-A-PL213 Po3), prepared by Squire and Partners;
- 6 Proposed – East Elevation (ref. 21063-SQP-ZZ-ZZ-DR-A-PL213 Po4), prepared by Squire and Partners; and
- 7 Additional Details on Plan – No. 15 Halo Illuminated Signage (ref. 8701-COB-ZZ-XX-DR-X-0010 A), prepared by Cobal.

A payment of £235 plus the Portal administration fee of £70 has been made via the Planning Portal (ref. PP-13345434) in respect of the Council's planning application fee.

Background

Planning permission ref. 2019/2198/P was granted on 31 May 2019 and the description of development was:



“Construction of a two storey rooftop extension to Block B to create additional office (Class B1) floorspace, reconfiguration and alterations to the existing main entrance, atrium and external facade, creation of roof terrace and replacement of rooftop plant.”

Since the original approval there have been several non-material amendment applications (refs. 2021/0056/P, 2023/2320/P and 2023/4710/P) and a minor material amendment application (ref. 2022/2087/P) to the scheme. An advertisement consent application was also submitted and approved on 27 September 2023 for the temporary display of advertisement hoarding at the site (ref. 2023/3237/A).

The Proposal

The approved development is now nearing completion and the applicant would like to improve the signage at the site. The proposal comprises the addition of a single sign depicting the number ‘15’ on the front (east) elevation of the 15 Fitzroy Street building, adjacent to the main entrance.

It is noted that the building was previously referred to as ‘13-17 Fitzroy Street’. A formal name change to ‘15 Fitzroy Street’ was requested and approved by the Street Naming Team at Camden in September 2023. The purpose of the signage is to assist with this name change by identifying the building, and aiding wayfinding for those looking for the building.

The signage is 1,150 mm in height, 1,069 mm in width and 70 mm in depth. It is 1,225 mm from the base of the signage to the ground.

The signage is comprised of 1mm thick satin stainless steel built up lettering. It is halo illuminated (static) – internally illuminated with LED COB style chip with an integrated heat sink of 3,000 K.

The signage is within the entrance portal of the site, within the applicant’s ownership.

The proposals are shown fully on the ‘Proposed – East Elevation’ drawing (ref. 21063-SQP-ZZ-ZZ-DR-A-PL213 P04), prepared by Squire and Partners and Additional Details on Plan – No. 15 Halo Illuminated Signage, prepared by Cobal. The consented ‘Proposed – East Elevation’ (ref. 21063-SQP-ZZ-ZZ-DR-A-PL213 P03), prepared by Squire and Partners, shows the site position before the proposals.

Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals are determined in accordance with the development plan unless material considerations indicate otherwise. The statutory development plan for the purposes of this assessment comprises:

- The London Plan (2021); and
- Camden Local Plan (2017).

Relevant material considerations include, but are not limited to:

- National Planning Policy Framework (NPPF, 2023); and
- National Planning Practice Guidance (NPPG).



The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety (para. 141).

The display of advertisements is subject to a separate consent process as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements can only be controlled with reference to their effect on amenity and safety, taking into account the provisions of the development plan and any other relevant factors.

The Council has also adopted an Advertisements Camden Planning Guidance 'CPG' (March 2018) and Amenity CPG (January 2021) which are material considerations in determination of the application. The Fitzrovia Area Action Plan (March 2014) is also a material consideration.

The site is within the Fitzrovia East Neighbourhood Plan Area, designated on 3 April 2014. A Neighbourhood Plan has not yet been prepared for this area.

In addition to the above, it is noted that London Borough of Camden (LBC) is in the process of reviewing its Local Plan. The Council consulted on its Regulation 18 draft Local Plan from 17 January to 13 March 2024. The Council is now in the process of preparing its submission draft which it hopes to consult on in Winter 2024/25 ahead of submission of the draft Local Plan to the Secretary of State in Spring 2025. Given the early stage, the draft Local Plan is given limited weight.

Policy Assessment

As per para. 141 of the NPPF (2023), the proposal is considered below in relation to amenity and public safety matters.

Amenity

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that factors relevant to amenity include the general characteristics of the locality including the presence of any feature of, historic, architectural, cultural, or similar interest.

Policy D4 of the Camden Local Plan (2017) states that the Council will support advertisements that preserve the character and amenity of the area; and preserve or enhance heritage assets or conservation areas.

As above, the purpose of the signage is to assist with the recent name change of the building to '15 Fitzroy Steet'. The proposal comprises the addition of a single sign depicting the number '15' on the front (east) elevation and is intended to identify the building, and aid wayfinding for those looking for the building. In doing so, the signage is a benefit to the amenity of those looking to identify and/or use the building.

In terms of the character of the area, it is noted that the surrounding area is of mixed character including other offices, shops and hotels opposite the site on Fitzroy Street; a research institute on Howland Street; the BT Communication Tower and buildings on Cleveland Mews; and more shops, offices and residential development on Maple Street. This is reflected in the Fitzrovia Area Action Plan (March 2014) which states that key aspects of Fitzrovia's character include: "a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings..." The site is within the Howland Street Character Area which the Area Action Plan states is



predominately in office use. Indeed, the building immediately opposite the proposal site, 8 Fitzroy Street, is a 4 storey plus ground office building, occupied by Arup.

It is noted that the surrounding area, predominately in office use, hosts a mix of advertisements. It is considered that the proposed signage will blend into this mix and will add variety and interest compared to a blank façade.

Nevertheless, the signage has been designed sensitively and is of sufficient size to be noticeable to passersby without being too big (H: 1150 mm / W: 1069 mm). In terms of illumination, the signage is static and considered to be low key: internally illuminated with LED COB style chip with an integrated heat sink of 3,000 K.

As a result of its nature as an identification tool, the signage is required to be located on the front (east) elevation of the 15 Fitzroy Street building, adjacent to the main entrance. This also assists in facing away from the nearby conservation area (Fitzroy Square Conservation Area – ref. CA14) and a number of listed buildings (such as Nos. 42 – 44 Maple Street) to the north of the site, as well as the Grade II Listed BT Communication Tower to the west of the site. When viewing the relevant heritage assets from Howland Street, Cleveland Mews and further north, it is thus considered that the signage will have no material impact on the setting of nearby heritage assets. As a result, it is considered that the proposals preserve surrounding heritage assets and conservation areas, in accordance with policy.

Based on the above, it is considered that the proposed signage is not detrimental to the amenity of the area by reason of its design or location.

Public safety

In terms of public safety, the proposed signage will not endanger public safety in terms of highways by reason of its proposed design or location. The signage does not obstruct, distract or impair the view of road users or leave insufficient clearance for the passage of vehicles or pedestrians. This signage extends just 70mm from the building elevation.

Indeed, the signage actually serves to identify the building and aid wayfinding for those looking to use the building. In this way, it could be said that the signage will improve public safety by not confusing passing vehicles or pedestrians.

Concluding note

We trust that the information provided is sufficient to enable you to validate and determine this application. Should you have any questions or require additional information, please do not hesitate to contact me or my colleague Hannah Whitney.



Yours faithfully



Lily Galek
Senior Planner
BSc (Hons) MSc MRTPI