

Our Ref: 24319/MS/gc/dm  
Your Ref: PP-13703865  
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17 January 2025

Planning - Development Control,  
Camden Council,  
Camden Town Hall,  
London,  
WC1H 8ND

Dear Sir/Madam,

**ADVERTISEMENT CONSENT**  
**237-247 TOTTENHAM COURT ROAD, LONDON, W1T 1QS**

We have been instructed by our client, Farmer J Limited, to submit the enclosed application online via the Planning Portal (PP-13703865) for *'the installation of signage'* at the above address. The proposals consist of 2 no. projecting signs, 1 no. Farmer J sign to external side of glazing above restaurant entrance, and 1 no. 'Eat What Comes Natural' lettered sign above external door. The proposed signage will enable our client to customise the frontage of the building in line with their branding requirements and begin trading as a 'Farmer J' restaurant.

In accordance with national and local validation requirements the following documents are attached in support of this application:

- Completed Full Planning Permission Forms;
- Planning and Heritage Statement (included within this letter);
- Fire Safety Statement (included within this letter);
- Site Location Plan (drawing no. 040000\_P00);
- Site Block Plan (drawing no. 040001\_P00);
- Existing Ground Floor Plan (drawing no. 041000\_P00);
- Existing North Elevation (drawing no. 043000\_P00);
- Existing West Elevation (drawing no. 043001\_P00);
- Proposed North Elevation (drawing no. 063000\_P01);
- Proposed West Elevation (drawing no. 063001\_P01);
- Proposed Signage Details (drawing no. 069000\_P01);
- Proposed Ground Floor Plan (drawing no. 201000\_P00).

The requisite fee of £165 (plus the £70 Planning Portal administration fee) has been paid online via the Planning Portal website. The remainder of this letter sets out the supporting statement regarding the application proposals.

**Site Description**

The application site relates to a ground floor unit of the 6-storey new development on Tottenham Court Road. The site lies within the Bloomsbury Conservation Area and the Tottenham Court Road Central London Frontage.



Figure 1. Application Site.

## Relevant Planning History

The application site relates to a ground floor unit of the wider development at 237-247 Tottenham Court Road.

The operating permission for the site is permission ref. 2023/1155/P for “Variation of condition 2 (approved drawings) of planning permission ref 2020/3583/P dated 30/07/2021 (for the demolition of 247 Tottenham Court Road, 3 Bayley Street, 1 Morwell Street, 2-3 Morwell Street and 4 Morwell Street and the erection of a mixed use office led development comprising ground plus five storey building for office (Class B1) use, flexible uses at ground and basement (Class A1/A2/A3/B1/D1/D2), residential (Class C3) use, basement excavation, provision of roof terraces, roof level plant equipment and enclosures, cycle parking, public realm and other associated works), namely to include alterations to plant and plant enclosures, changes to cores and lift overruns for fire safety, increase in area of green roof and PV panels, and new escape gate, all at roof level.” – Granted Subject to a Section 106 Legal Agreement 05-07-2023.

No applications have yet been made regarding the ground floor unit.

## Application Proposals

The application proposals are for the installation of a signage scheme to the site. Details of the proposed signs have been listed below:

### Advertisements

- 1no. **“FARMER J” letters**: Signage to sit on external side of glazing above the door.
- 1 no. **“EAT WHAT COMES NATURAL” letters**: Signage to sit in glazing centred above the door on external side.
- 2 no. **“Projecting Sign**: Green LED lit projecting sign, measuring 865x865mm.

## Planning Policy Framework

### National Planning Policy Framework (NPPF) (2024)

The NPPF provides the overarching planning policy guidance for development across England. It states:

***“The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting infrastructure in a sustainable manner. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs”.***

**Paragraph 85** confirms that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Additionally, significant weight should be placed on the need to support economic growth and productivity.

**Paragraph 131** confirms that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

**Paragraph 135** states that developments should function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development.

**Paragraph 141** states that the quality and character of places can suffer when advertisements are poorly sites and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The London Plan (2021)

**Policy D4:** *‘Delivering Good Design’* emphasises the importance of high-quality design.

**Policy D8** *‘Public Realm’* sets out that lighting, including that for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution.

**Policy HC1:** *‘Heritage Conservation and Growth’* outlines that development proposals affecting heritage assets, and their setting, should conserve their significance by being sympathetic to the asset’s significance and appreciation with their surroundings.

Camden Local Plan (2017)

**Policy D1** *‘Design’* states that the Council will require that development a) respect local context and character, b) preserves or enhances the historic environment and heritage assets, c) is sustainable in design and construction, e) uses high quality materials, and l) incorporates outdoor amenity space.

**Policy D2** *‘Heritage’* is clear that the Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

**Policy D4** *‘Advertisements’* states that advertisements must preserve and enhance the character of their setting and host building.

Camden Planning Guidance ‘Advertisements’ (2018)

In March 2018, the Council adopted an SPD on ‘Advertisements’ advising what signage is acceptable within the borough. The guidance provides advice on the design and siting of advertisements so that they contribute positively to the appearance and character of the area and forms a material consideration in the determination of applications. The document states the following:

- Fascia Signs – 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)
- Illumination – externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible to avoid light pollution.

The proposals have been designed to accord with this guidance, and will ensure a scheme that is not harmful to the character of the building.

## **Planning and Heritage Statement**

The application site is located within the Bloomsbury Conservation Area. The National Planning Policy Framework sets out the clear policy outlining the presumption in favour of the conservation of designated heritage assets; in this case, the Bloomsbury Conservation Area. As such, the main issues for consideration in relation to these proposals are their impact on the host building, the wider conservation area and the surrounding character, if any.

**Policy D2** states that development within conservation areas must preserve or where possible enhance the character and appearance of the area, which the proposed signage scheme has been designed to do. The proposed scheme consists of the installation of 1no. “FARMER J” letters, 1 no. “EAT WHAT COMES NATURAL” letters, and 2 no. Projecting Signs.

The signage proposed is considered modest in scale and amount and will not overwhelm nor clutter the restaurant’s exterior, in line with **Policy D4**. The simplicity of the ‘Farmer J’ lettering provides a simple, high-quality appearance, but essential to Farmer J as they continue to focus on implementing high quality design across their new and existing restaurants.

As demonstrated within the enclosed drawings, the proposed signage positively responds to the premises, as well as the surrounding character, whilst also complying with the identified local and national planning policies. The proposed signage is, therefore, considered to be acceptable in terms of both design and amenity, and in line with **Policies D1, D2, and D4**. The proposed signage will also not have any detrimental impact on the local highway network.

## **Fire Assessment**

The proposed alterations will have no impact on the fire risk at the site – the use and layout remain as existing - and just the provision of external signage. There are no changes to the access arrangements, internal layout, or indeed any of the existing fire safety arrangements at the site, the proposal is simply installing some minor additions to the shopfront with materials that are not fire sensitive.

As such it is not considered that the criteria set out within Policy D12(A) of the London Plan are relevant to this application due to the scale and nature of the proposed development. It is therefore considered that the fire risk of this development will remain low.

## **Conclusions**

The design proposals will undoubtedly enhance the appearance of the unit, and in turn, the wider area, whilst also allowing the applicant to trade from their proposed unit. The installation of signage and fabric awnings represents a significant investment from our client, and will help to bring a reputable food operator to this prominent corner unit on Tottenham Court Road. . The signs are subtle, with appropriate materials and illumination, and will contribute to the traditional design of the frontage and ensure a welcoming ground floor design. Accordingly, we trust the council will share our view that the proposals are in accordance with the identified planning policies and SPD guidance, and should be supported.

We therefore trust that you have sufficient information to enable a positive determination of the applications, and we look forward to receiving confirmation that the applications have been validated. In the meantime, should you require any further information, please do not hesitate to contact me.

Yours faithfully,



MARK SHEARMAN  
Director

Enc.