

London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

17 February 2025
Our ref: GBR/BFA/U0027112
Your Ref: PP-13582474 and PP-13598106

Dear Sir/Madam

**Town and Country Planning Act 1990 (as amended)
Town and Country Planning (Control of Advertisements) Regulations (2007)
Applications for Planning Permission and Advertisement Consent
33 Farringdon Point, London EC1M 3JF**

On behalf of our client, Threadneedle Pensions Limited ('the applicant'), we write to submit applications for planning permission and advertisement consent in respect to 33 Farringdon Point, EC1M 3JF ('the site').

This application seeks planning permission for the following:

"Alterations to existing entrance including new panelling, replacement lighting, replacement handrails, replacement finishes, and associated external alterations."

Advertisement Consent is also sought for the following:

"Display of 1no. illuminated and backlit sign on the Farringdon Point east elevation, and wayfinding signage on the west elevation."

The Site

The Site is located on Farringdon Road, by the junction of Greville Street to the south. The property is a mixed use building.

The Site has great access to public transport, being located close to Farringdon Station, Barbican Station and Chancery Lane Station. There are a number of bus routes in the immediate area demonstrating the site's PTAL of 6b (on a scale where 1a is poor and 6b is excellent).

The Site is not listed. The closest listed buildings are 25 and 27 Farringdon Road (Grade II Listed) and the Farringdon Underground Station (Grade II Listed). The Site is located in Hatton Garden Conservation Area and in the Holborn and Covent Garden Ward. The Site is also found in an Archaeological Priority Area.

Summary of Proposals

Due to the poor appearance of the current building and the lack of prominence in relation to the office entrance, the Applicant is seeking to introduce a goalpost style entrance surround with metal plank panels with a copper brown colour to add textural and visual interest to the street. The copper brown metal cladding will form as a backdrop for the proposed illuminated signage.

The design also proposes the enhancement of the rear access, with the introduction of PPC metal signage, which will match the copper brown entrance surround, and new branding and way-finding that encourages occupiers and visitors to use the cycle parking facilities.

Further detail on the proposed works is included within the Design and Access Statement, prepared by Spratley & Partners, submitted in support of these applications for Full Planning Permission and Advertisement Consent.

Planning Considerations

The National Planning Policy Framework ("NPPF") (as amended December 2024) is a material consideration in the determination of planning applications. It sets out the Government's economic, environment and social planning policies for England, summarising all previous national planning policy advice in a single document.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory Development Plan unless material considerations indicate otherwise.

The Statutory Development Plan for the Site comprises of the:

- NPPF (Revised December 2024);
- London Plan (adopted March 2021); and
- Camden Local Plan 2016-2031 (Adopted July 2017)

The Council are in the process of preparing a new Local Plan which would replace the current Camden Local Plan (2017) and Site Allocations Plan (2013) and will set out the council's development vision from 2026 to 2041. The Council are now in the process of reviewing all the responses received following the consultation period and will publish an updated version of the Local Plan for further consultation in Spring 2025.

Design and Heritage

The National Planning Policy Framework (2024) sets out that the policy basis for assessing development affecting heritage assets, in line with statute and case law on listed buildings and conservation areas. It states that determining applications that result in 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.

Paragraph 135 of the NPPF states that planning policies and decisions should ensure that developments a) function well and add to the overall quality of the area b) be visually attractive as a result of good architecture and have effective landscaping, c) are sympathetic to local character and history d) establish or maintain a strong sense of place e) optimise the potential of the site and f) create safe places.

Paragraph 203 of the NPPF is clear that in determining planning applications, local authorities should take account of d) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation; e) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring; f) the desirability of new development making a positive contribution to local character and distinctiveness; and g) opportunities to draw on the contribution made by the historic environment to the character of a place.

Paragraph 210 of the NPPF sets out the “local planning authorities should take account of:

- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness

Policy D3 (Part 12) of the London Plan expects that development proposals should be of a high standard, with architecture that pays attention to detail, and gives full consideration to the practicality of use, flexibility, safety and building lifespan through appropriate construction methods and the use of attractive, robust materials that mature well.

Camden Council places great importance on preserving its rich architectural and historic environment, with Policy D2 of the Local plan outlining that the Council will preserve and, where appropriate, enhance Camden’s heritage assets and their settings, including conservation areas.

Policy D1 of the Local Plan also encourages high quality design in development, requiring development *inter alia* to respect the local context and character, be sustainable in design and construction and preserve or enhance the historic environment and heritage assets in accordance with Policy D2.

It is considered that the current office entrance is of poor visual appearance and itself detracts from the character and appearance of the Hatton Garden Conservation Area. It is clear that the proposed new entrance portal would improve the visual attractiveness of this part of the building and provide a small benefit to the character and appearance of the conservation area. The copper colour has been as part of the new cladding to reflect the ornamental detail and brick masonry in the nearby buildings, respecting and contributing to the local character. In addition, improved finishes within the external entrance area would be provided, including a new handrail. Therefore, the proposals are in line with Policy D3 and HC1 of the London Plan, and Policy D1 and D2 of the Camden Local Plan and are consistent with the guidance within the NPPF.

Signage

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements only in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material, and any other relevant factors.

Paragraph 141 of the NPPF states that advertisements should be controlled in the interests of amenity and public safety.

Policy D4 of the Camden Local Plan states that advertisements must respect the form, fabric and design, and scale of their setting and host building and be of the highest standard of design, material

and detail. The Council will show support to advertisements which a) preserve the character and amenity of the area; and b) preserve or enhance heritage assets and conservation areas.

The proposed signage consists of an illuminated and backlit '*Farringdon Point*' sign at the office entrance element of the east elevation. This is something which would provide greater prominence to the entrance and it is considered that the design respects the local context and character, and is in keeping with the character of the Hatton Garden Conservation Area. Careful consideration has been made to avoid obtrusive light during the night, using downlight luminaires to minimise any glare or sky glow that could affect passing cars and therefore not cause any public safety concerns. The illuminance of the signage is to have a controlled output not greater than 250cd/m2. In addition, a new wayfinding sign is proposed to the rear of the building. The proposal is considered to be in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and Policy D4 of the Camden Local Plan.

Application Documents

In accordance with Camden Council requirements, the following documents, including this cover letter, have been submitted via the Planning Portal (PP-13582474 and PP-13598106);

Planning application

- Planning application form;
- Site location plan;
- Existing, demolition and proposed drawings prepared by Spratley & Partners;
 - Existing elevation- ref 23.070.PL.0104
 - Demolition Plans- ref 23.070.PL.0105
 - Proposed Plans and Elevations- ref PL 23.070.0107
- Design and Access Statement prepared by Spratley & Partners.

Advertisement consent application

- Advertisement consent application form;
- Site location plan;
- Existing and proposed drawings prepared by Spratley & Partners;
 - Front Existing and Proposed Plans and Elevations - ref 23.070.PL.0110.C
 - Rear Existing and Proposed plans and Elevations- ref 23.070.PL.0111.A
- Design and Access Statement prepared by Spratley & Partners.

We look forward to receiving confirmation of validation of this application shortly. Please note that the requisite application fee of £235 for the Advertisement Consent and £648 for the Planning Permission has been paid directly to the Planning Portal.

Should you require any additional information then please do not hesitate to contact Gary Brook (07557 742363) or Bolu Adefila (0742 5477719) of this office.

Yours faithfully

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