

Your Ref: PP-13805918

07 March 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Dear sir or madam

Town and Country Planning (Control of Advertisements) Regulations 2007
The Met Building, 22 Percy Street, W1T 2BU

We write to submit an application for Advertisement Consent in respect of proposed signage at The Met Building, 22 Percy Street ('the Site').

Advertisement Consent is sought for the following:

**"Advertisement Consent for the display of 1no. non-illuminated hanging blade sign;
2no. non-illuminated door signs; and, window signage"**

The Site and Background

The Met Building is comprised of a four-story building with an additional nine-storey tower element. The building falls entirely within Use Class E. It is currently occupied with a bank at ground floor and office use within the upper floors. It is located at the junction of Tottenham Court Road and Percy Street within the London Borough of Camden and is bounded by Tottenham Court Road to the east, Percy Street to the south and Windmill Street to the north. There are two office entrances located along Percy Street. A service yard is accessed from Windmill Street to the north.

This application relates to the eastern most office entrance fronting onto Percy Street.

The Site is not a listed building and is located outside of any identified Conservation Area. However, it is surrounded to the north, west and south by the Charlotte Street Conservation Area and to the east by the Bloomsbury Conservation Area. The west of the building along Percy Street comprises 3 x Grade II listed terraces buildings (28-30 Percy Street).

There are a number of other listed buildings in the vicinity of the Site including a number of properties opposite the Site on the south side of Percy Street, the Rising Sun Public House to the north of the Site and several other properties further west of 28-30 Percy Street along Percy Street (north and south side of Percy Street).

Following planning permission (ref. 2021/3392/P), the Site has recently undergone a refurbishment. This application relates to new building signage to identify a new occupant at the Site.

Proposals

The proposed signage strategy is required for the purposes of identifying the name of the business at the premises. The proposed details are presented on the accompanying drawings, and summarised below:

- 1 no. non-illuminated (400cdm²) hanging blade sign (610mm x 610mm x 105mm).
- 2 no, non-illuminated fascia door signs (209mm x 343mm x 0mm)
- Window signage

Each sign is required to describe the name of the occupant: "Avison Young".

Policy Context and Assessment

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, in so far as they are material, and any other relevant factors.

To this effect, the Development Plan comprises the London Plan (2021) and the Camden Local Plan (2017).

Local Plan Policy D4 advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

Considering the impact on safety, adverts should ensure that they are not positioned in a manner that will cause road safety problems for vehicles or pedestrians. This includes projection over the highways, as well as opportunity to distract road users.

Where illumination is proposed it would be static and would not impact on the safety of road users. The proposed blade sign is 2.9m from street level to the base of the sign, therefore suitable clearance is provided for pedestrians. The proposed signage is also non-illuminated and would not interfere with traffic lights or cause glare for road users. On that basis, the proposed signage would not impact safety.

In respect of amenity, which is not defined within the Regulations, applicants should consider the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. This is particularly pertinent when considering the impact on the Listed Buildings and Conservation Area.

The Site is situated in an area which is predominantly commercial in nature. In views looking down Percy Street, a number of existing hanging blade signs are visible. The signage strategy has been developed to reflect the existing signage in the area and would therefore have no additional impact on the neighbouring listed buildings or nearby Conservation Areas.

In light of the above, the proposals are in accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and Local Plan Policy D4 and as such, express consent for the display of an advertisement should be granted accordingly.

Conclusions

The statutory application fee of £165.00 + £70.00 (inc. VAT) planning portal admin fee has been paid online via the Planning Portal (ref: PP-13805918).

We trust that this application pack contains sufficient information to validate the application on receipt and we look forward to receiving your decision within the target determination period. However, should you require any further information, please contact Tom Matheou (tom.matheou@avisonyoung.com).

Yours sincerely

A handwritten signature in cursive script that reads "Alison Young".

For and on behalf of Avison Young (UK) Limited