

14 November 2014  
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Dear Sirs,

**TOWN AND COUNTRY PLANNING ACT 1990 – APPLICATION FOR ADVERTISEMENT CONSENT FOR SIGNAGE AT 7-12 TAVISTOCK SQUARE, LONDON**

Savills are instructed by Pret A Manger to submit an application to allow the erection of advertisements at 7-12 Tavistock Square, London.

**Site**

The application site contains a 10 storey plus basement Class B1 office building. Planning permission has recently been approved for the change of use of part of the ground floor from office space (Class B1) to restaurant/cafe (Class A3), the installation of new entrance doors and a ramp to the front elevation (LPA Ref: 2014/4405/P). The building is not listed but is located within the Bloomsbury Conservation Area.

**Proposed Signage**

The signage scheme comprises:

- 1 No fascia sign comprising of individual built up polished stainless steel letters fixed away from the building facade to allow for halo illumination to the rear of the letters.
- 1 No externally illuminated projecting sign.

**Policy**

National guidance on the display of adverts is set out in:

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- The National Planning Policy Framework (2012).

Local guidance is set out in:

- Camden Core Strategy.
- Camden Development Policies.

## **Assessment**

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

### Amenity

The fascia sign is positioned directly over the entrance point. This is considered acceptable in design terms and thus raise no amenity impacts. The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design, being small in scale and subtle in appearance.

The signage is of a high standard of design which are in keeping with the character of the location. Furthermore, the signs are not excessive or obtrusive and the materials used are in keeping with the host building.

The proposed signs have been kept to a minimum in order to effectively advertise the sandwich shop and preserve the character and appearance of the surrounding area. The signs would integrate well with the host building without causing any amenity harm.

### Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic given their subtle lighting and appearance. The proposal therefore raises no public safety concerns.

The fascia signs comprise of individual letters which are fixed away from the building. The letters will be halo illuminated using LEDs. This method of illumination is not uncommon in the surrounding area, for example the adjacent unit at Tavis House, 1 - 6 Tavistock Square had internally illuminated signage approved under reference 2010/6338/A.

## **Summary**

In accordance with the National Planning Policy Framework and the advertisement regulations the proposed signage is appropriate in terms of its impact on amenity and public safety.

The signage has been designed to ensure the architecture and historic nature of the area will be preserved.

The proposed signage accords with the National Planning Policy Framework and the Advertisement Regulations and we, therefore, respectfully ask that consent is granted.

## **Submission**

Please find enclosed a cheque for £110 as the requisite application fee. The documents below have been submitted on the Planning Portal:

- Application forms;
- Site Location Plan;
- External Elevations; and
- Advertisement Details.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the Case Officer.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

James Armitage-Hobbs  
Associate