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4<sup>th</sup> February 2015

Charles Rose  
Development Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9LP

Dear Charles,

**79-86 CHANCERY LANE, LONDON, WC2A 1BQ – SIGNAGE APPLICATION FOR PLANNING PERMISSION IN RELATION TO APPLICATION REF: 2013/2159/P**

On behalf of Raingate Limited ('the applicant') we enclose a planning permission application for new signage promoting the retail units of Chichester Rents, in relation to the approved application ref: 2013/2159/P comprising;

*"Redevelopment of building to provide reconfigured office floorspace (Class B1) and the creation of a new office reception at ground floor level, replacement of mansard roof at fifth floor level, infill extension from first to fourth floor level, reconfigured residential floorspace (Class C3) to provide five new apartments (2 x 1 bed and 3 x 2 bed) at first floor level, together with reconfiguration of existing retail arrangement along Chichester Rents and Chancery Lane, and the creation of a new pedestrian route from Bishop's Court."*

The proposed signage relates solely to 79-86 Chancery Lane. There are four identical signs proposed, locations of which are in page 3 of the Retail Tenant Signboard package enclosed, and summarised below:

- Sign 1 – Star Yard retail entrance;
- Sign 2 – Opposite Sign 1 at Star Yard retail entrance;
- Sign 3 – Chancery Lane retail entrance; and
- Sign 4 – Bishop's Court retail entrance.

**Signage**

A sensitive approach was taken with the signage design to avoid any adverse impact to the appearance of the building and its surroundings (CS14 Promoting high quality places and conserving our heritage; DP24 Securing high quality design). The signs will enhance the presence of Chichester Rents along the streetscape and contribute to the vitality and vibrancy of the retail arcade (DP30 Shopfronts).

The material of the signs will help ensure consistency, with surrounding building signage; and complement the Chichester Rents security gates. The signs will be made from perforated 3mm aluminium, painted dark grey with all typeface of brushed stainless steel.



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Signage is considered acceptable when they are well designed, sensitively located within the street scene; and relate to the character, scale and architectural features of the building on which they are to be fixed. Given that the signs have been designed sensitively and located below fascia level (Para 8.7, CPG1), we consider this proposal for signage to be acceptable.

The proposed signage illustrates the preferred typeface and lettering with all relevant dimensions as illustrated on Drawing Ref 1966 SG 01 – Rev C1. The proposed signs help support the reconfiguration of the four retail units pertaining to the initial redevelopment consent (Ref: 2013/2159/P), and once confirmed, these will ensure that the new tenants are clearly promoted and displayed in line with the Council's guidance (Para 7.31, CPG1).

In summary, the proposed signage will help the visibility and vitality of the access to the retail arcade of Chichester Rents. Further details of signage lettering and dimensions can be found in the accompanying drawings and materials of this application.

### Application Documentation

Accordingly, in addition to this Covering Letter, we enclose:

- Completed application form for consent to display an advertisement;
- Red Line Site Location Plan (Drawing Ref PL 01) prepared by ORMS;
- Proposed Retail Tenant Sign Board – (Drawing Ref 1966 SG 01 – Rev C1) prepared by ORMS;
- Proposed Retail Sign Drawings Package prepared by ORMS;
- Existing North Elevation – Bishop's Court entrance (Drawing Ref 1966 PL 37) prepared by ORMS;
- Existing East Elevation – Chancery Lane entrance (Drawing Ref 1966 PL 36) prepared by ORMS;
- Existing West Elevation – Star Yard entrance (Drawing Ref 1966 PL 38) prepared by ORMS;
- Existing Sectional Elevation (Drawing Ref 1966 PL 30) prepared by ORMS for the approved NMA application Ref 2014/7308/P; and
- A cheque to cover the application fee of £110.00 for advertisements relating to the business on the premises.

The existing East and West elevations have been submitted; however the signage is not considered to be visible from these locations.

The application was uploaded to the Planning Portal (ref: PP-03941813) on Wednesday 4<sup>th</sup> February 2015.

We look forward to receiving confirmation that the application has been registered. If you require any further information, please contact Amy Lee on 0207 182 2791 or Shaun MacArthur on 0207 182 2651.

Yours faithfully,

A handwritten signature in black ink that reads "CBRE". The letters are stylized and connected. A long, horizontal, slightly curved line is drawn underneath the signature, extending to the right.

**CBRE LIMITED**  
**ON BEHALF OF RAINGATE LIMITED**