

1 May 2015  
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Dear Sirs,

**TOWN AND COUNTRY PLANNING ACT 1990 – APPLICATION FOR ADVERTISEMENT CONSENT FOR SIGNAGE AT PRET A MANGER, UNIT 1, EUSTON TOWER, 286 EUSTON ROAD, LONDON**

Savills are instructed by Pret A Manger to submit an application for replacement signage at their existing sandwich shop at Unit 1, Euston Tower, 286 Euston Road, London.

**Proposed Signage**

The signage scheme comprises 3No internally illuminated fascia signs to replace those currently in situ.

**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 signs are positioned at fascia level and will replace those currently in place. 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.

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Registered office: 33 Margaret Street, London, W1G 0JD



The signs are 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 replace those currently in situ and 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 the subtle lighting and appearance. The proposal therefore raises no public safety concerns.

#### **Summary**

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

The proposed signs accord 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,

A black rectangular redaction box covering the signature of James Armitage-Hobbs.

James Armitage-Hobbs  
Associate