

8 June 2015

VIA PLANNING PORTAL

Head of Planning
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Dear Sir / Madam,

APPLICATION FOR ADVERTISEMENT CONSENT

PRET A MANGER, UNIT 1, EUSTON TOWER, 286 EUSTON ROAD, LONDON, NW1 3DP

PLANNING PORTAL REF. PP-04244390

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

Accordingly, please find enclosed:

- Application forms;
- Site Location Plan;
- Internally Illuminated Fascia Sign (100149 Page 1.2);
- 3D Illustration and Section Details (100149 Page 1.3); and
- Additional Photographs (100149 Page 1.4).

A cheque for £110.00 will follow under separate cover given this submission via the Planning Portal.

Proposals

The proposals are for an internally illuminated fascia sign to replace the existing internally illuminated fascia sign. The fascia will be positioned across the south and west elevations of the unit.

Policy

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

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

Local policy is set out in:

- London Plan (March 2015);
- Camden Core Strategy (November 2010); and
- Camden Development Policies (November 2010).

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD





Assessment

The NPPF 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 raises no adverse amenity impacts. The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design, largely replicating those existing.

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, being just 0.50m high with the lettering being 0.30m high. The fascia will stretch across the length of the units frontage, approximately 28m.

The proposed signs largely replicate and replace those currently in situ and preserve the character and appearance of the surrounding area. The signs would integrate well with the host building without causing any amenity harm, satisfying development plan policies. As such, the proposals accord to Policy DP30 of the Camden Development Policies (November 2010).

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic given the subtle lighting and appearance. There will be no adverse impacts upon public safety from any position, most notably Euston Road. The proposal therefore raises no public safety concerns.

Summary

In accordance with the NPPF, the advertisement regulations and local planning policy, the proposed replacement internally illuminate fascia sign will have no impact upon amenity or public safety, indicating the acceptability of the proposed advertisement.

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.

Your faithfully,



Rhys Govier
Planner

Enc. As above