

18 September 2015

VIA PLANNING PORTAL

Head of Planning
Development Management
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall
Judd Street
London
WC1H 9JE



Rhys Govier
E: rgovier@savills.com
DL: +44 (0) 29 2036 8907

12 Windsor Place
Cardiff, CF10 3BY
T: +44 (0) 29 2 0368 9000
savills.com

Dear Sir / Madam,

APPLICATION FOR ADVERTISEMENT CONSENT

73-74 RUSSELL SQUARE, LONDON, WC1B 5BG

PLANNING PORTAL REF. PP-04503233

Savills are instructed by Pret A Manger to submit an application for advertisement consent relating to 73-74 Russell Square, London, WC1B 5BG.

The proposed advertisements, as shown on the submitted drawings, include:

- 5 no. internally illuminated fascia signs; and
- 2 no. externally illuminated projecting signs.

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Existing Shopfront Elevations (15-PRET-RS02);
- Proposed Shopfront Elevations (15-PRET-RS03);
- Proposed Shopfront Plan & Sections (15-PRET-RS04);
- Proposed Shopfront Signage Part 1 of 2 (15-PRET-RS05); and
- Proposed Shopfront Signage Part 1 of 2 (15-PRET-RS06).

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

Proposals

The proposed advertisements, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of improved shopfronts and external appearance to the unit, to allow the beneficial occupation by Pret A Manger.

Assessment

The National Planning Policy Framework (NPPF) (March 2012) 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.

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. 2805138.
Registered office: 33 Margaret Street, London, W1G 0JD





Amenity

The fascias are of a high standard of design which are in keeping with the character of the location and their wider setting. Furthermore, the signs are not excessive or obtrusive and the materials used are in keeping with the host building. The proposed internal illumination is appropriate to its location and setting within the Bloomsbury Conservation Area, being subtle in its appearance. Other nearby internally illuminated fascias and advertisements currently are found within the locality and the proposals are therefore in keeping in that respect and are not considered to have any cumulative impact.

The proposed advertisements accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the NPPF. In particular, the proposed signage would not cause harm to the character, appearance or amenity of the building or area, therefore satisfying Policies DP30 and DP25 of the Camden Development Policies (November 2010).

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic within and around Russell Square and Guildford Street given the subtle lighting and appearance. The proposals include two projecting hanging signs over the highway but, given the sufficient headroom, do not pose a risk to users of the highways. The proposal therefore raises no public safety concerns.

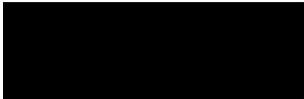
Summary

The proposal is for the sensitive installation of various advertisements to the unit to facilitate Pret A Manger's occupation. The proposals are considered fully compliant with national and development plan policies and it follows that there is full justification for approval of the application and the grant of advertisement consent.

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

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

Yours faithfully,



Rhys Govier
Senior Planner

Enc. As above