

10 March 2016
Cov Letter Signage application 10 March 2016.docx



London Borough of Camden
2nd Floor
5 Pancras Square
C/O Town Hall
Judd Street
London
WC1H 9JE

Catherine Mason
E: cmason@savills.com
DL: +44 (0) 207 4098130
F: +44 (0) 207 4953773

33 Margaret Street
London W1G 0JD
T: +44 (0) 20 7499 8644
savills.com

Dear Sir or Madam,

79 Regent's Park Road, NW1 8UY

On behalf of Savills please find enclosed an application for advertisement consent. This application is submitted in conjunction with a separate full planning application for minor alterations to the building in connection with use for A2 purposes.

I enclose:

- Application form
- Location Plan
- Block Plan
- Drawings:
 - REG-KR-607 Rev A – Existing Elevation
 - REG-KR-608 Rev D - Proposed Signage Elevation Sheet 1
 - REG-KR-609 Rev D – Proposed Signage Elevation Sheet 2
 - ICON Signage drawings COP284-Q468- GBR-UK-ELE-00006, COP284-Q467-GBR-VEN-EXT-007 and COP284-Q468-Fascia Dims

A cheque for £110 will follow by post.

BACKGROUND AND PLANNING HISTORY

This application for advertisement consent is submitted in conjunction with a full application for:

'Replacement awning and new entrance door in connection with use of the ground floor as an Estate Agents premises (Class A2)'

Savills has signed a long lease on the property to occupy the ground floor of the premises for A2 purposes (permitted development) and are intending to open a new branch of its Estate Agents later this year.

The site (ground floor) was previously a cafe and is now vacant. The proposed signage will reflect the A2 use (permitted under the Town and Country Planning (Use Classes) Order 1987 (as amended)).

Planning permission was granted (at 79-81 Regent's Park Road) subject to a Section 106 Legal Agreement on 5 September 2014 for:

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

Adventis Plc. Chartered Surveyors. A subsidiary of Savills plc. Registered in England No. 2805138.
Registered office: 33 Margaret Street, London, W1G 0JD



'Erection of roof extension, glazed roof structure over rear courtyards, alteration to windows at rear, and alterations to shopfront to extend existing A1 and A3 retail uses at ground floor and create 3x residential flats (C3) at upper floor levels'.

A Certificate of Lawfulness (Existing) was granted on 22 November 2013 for continued use of the ground floor as a cafe (A3). The officer's report concluded that *"on the balance of probability" the premises have been operating as a cafe (Class A3)'.*

PROPERTY DESCRIPTION

The application site contains a three storey terraced building with commercial premises at ground floor and residential above.

The property is not listed but is within the Primrose Hill Conservation Area.

The Primrose Hill Conservation Area Statement (adopted 2000) identifies that the site is within Sub Area Three Regent's Park Road North. The statement highlights that:

'The commercial buildings within Regent's Park Road vary in character. On the west side, between the Queens Public House and No.89, there are a number of small terrace groups of three storey brick buildings and an unusual two storey property at No.75, which has a double pitched mansard roof and single dormer windows. These properties are stepped according to the topographical incline and are simply detailed with a mixture of original window arrangements, including sash and casement windows. These properties have projecting shop units at ground floor level, which are likely to have been built at the same time, or shortly after, the erection of the main buildings. These shop units contain some original shopfronts'

79 Regent's Park Road is identified as a shop front of merit within the CA statement. It is also recognised as a building which makes a positive contribution to the conservation area.

PROPOSAL

The proposal constitutes signage for the new Savills Estate Agents as follows:

- 1 hanging sign
- Savills lettering on the front elevation
- Small lettering denoting Savills website and telephone contact details

The aim of the advertisements is to highlight the presence of the Estate Agents and welcome people to it.

The details of the signage proposals are shown on the proposed elevations and drawings by ICON. The hanging sign will be internally illuminated. The Savills lettering will be brushed stainless steel and each letter will have internal white LED illumination to give a halo glow around the letters.

The existing external illumination (spot lights) will be removed.

PLANNING CONSIDERATIONS

The property is not listed but is within the Primrose Hill Conservation Area.

The property was previously a cafe (A3) and therefore under the Town and Country Planning (Use Classes) Order 1987 (as amended) change of use to A2 is permitted without the need for planning permission.



With regard to outdoor advertisements, the National Planning Policy Framework states that:

'Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.' (Paragraph 67)

Policy DP30 of LB Camden's Development Policies DPD (adopted 2010) expects a high standard of design in new and altered shop fronts.

The Primrose Hill Conservation Area Statement (PH45) states that:

'shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.'

In accordance with the above 1 fascia sign and 1 projecting sign are proposed. The Conservation Area Statement was adopted in 2000 and whilst the projecting sign is proposed to be internally illuminated technology has significantly progressed in this time and the quality and method of illumination is considered to be such that will not detract from the character or appearance of the building or Conservation Area.

Paragraph 26.4 of LB Camden's Development Policies DPD highlights that glare and light spillage from poorly designed lighting can make it less easy to see things at night and affect wildlife as well as people. It specifies that lighting should only illuminate the intended area and not affect or impact on its surroundings. The level of luminance and quality of the internal lighting proposed will ensure that it is discreet and does not result in light spillage or glare.

The level of signage has been limited to the minimum amount considered integral to the operation of the Estate Agents (in line with permitted A2 use). At the same time it has been designed so that it is in keeping with the identification of the property as a shop front of merit and within a Conservation Area. The Savills lettering attached to the building will be stainless steel with discreet lighting to give a halo glow. The only sign which displays Savills branded colours will be the hanging sign, which is of a small size and therefore considered appropriate.

The property is now vacant and the existing shop front is in need of renovation. The proposed signage will replace existing signage, which is now obsolete, and will smarten and enhance the appearance of the building.

It is therefore considered that the signage will not adversely affect amenity or conflict with public safety and will not harm the character of the building. The proposal therefore complies with NPPF policies.

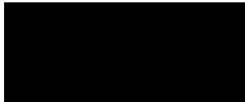
Summary

The signage will promote the presence of the Estate Agents but has been limited to the minimum number required to direct people to the premises. The advertisements have been designed to respect the property's identification as a shop front of Merit within the Primrose Hill Conservation Area in terms of number, size, materials and colours proposed.

I look forward to hearing from you that the application has been validated, but in the meantime please do not hesitate to contact me should you have any queries.



Yours faithfully



Catherine Mason
Associate Director