

16th September 2016

Planning Services
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sirs,

Unit K1, The Brunswick Centre, London WC1N 1AE

Advertisement Consent Application – Proposed External Signage

On behalf of our Client, Soho Coffee Shops Ltd, SF Planning Ltd have been instructed to prepare this advertisement consent application to London Borough of Camden in relation to the display of advertisements at Unit K1, The Brunswick Centre, as detailed on the submitted drawings and application forms.

Please find enclosed the following application documentation submitted electronically via the planning portal (Ref: PP-05479319);

- Site Plan;
- Advertisement Details;
- Application Forms;
- Application Fee - £110 to follow.

Paragraph 67 of the National Planning Policy Framework (NPPF) sets out control over outdoor advertisements should be efficient, effective and simple in concept and operation. The policy document goes on to state only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.

The NPPF goes on to state advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

As detailed on the submitted drawings, the externally located projecting sign would simply replace the existing signage. Internally, and therefore not requiring advert consent in the applicants view, a fascia sign set behind the existing front façade of the unit is proposed, as set out on the accompanying drawings.



Existing (top) and proposed (bottom) advertisements

The design of advertising respects its locality, largely replicating the existing signage and proposed to use appropriate materials of high quality. The advertisements are considered to reflect the overall character of the area.

The proposals are therefore considered to be wholly acceptable in terms of the interests of amenity and public safety, taking account of cumulative impacts and are in accordance with the principles of the NPPF.

We look forward to confirmation of receipt of this application and the appointed case officer shortly.

Please do get in touch with any queries you may have.

Yours sincerely,

Paul Jenkins MRTPI