



London
Magdalen House
148 Tooley Street
London SE1 2TU
020 7357 8000

Harrogate
14-15 Regent Parade
Harrogate
HG1 5AW
01423 502115

Bristol
13-14 Orchard Street
Bristol
BS1 5EH
0177 214 1820

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

22 September 2016

Our Ref: 16/3246

Dear Sir/Madam,

ADVERTISEMENT CONSENT – METRO BANK PLC, 227-228 TOTTENHAM COURT ROAD, LONDON

On behalf of my Client, Metro Bank Plc, I am pleased to submit an application (via the Planning Portal) for advertisement consent at the Metro Bank Store, Tottenham Court Road.

The store was originally granted planning permission (ref: 2009/4601/P) in 2009 for the change of use from A1 to A2 Use Class, in order to accommodate the bank's proposals. Subsequently in 2010, advert consent (ref: 2010/3741/A) was granted and approved for 6 internally illumination signs, sited on the store's external frontage.

Advertisement consent is sought for 2 internally illuminated blade signs on the west and southern elevations, to help improve the store's visibility from the pedestrian walkway. Advertisements, especially retail advertisements, are necessary to attract trade and establish brand identity. They also serve to notify pedestrians and vehicles of the commercial activity that is approaching.

The proposed signage has been sensitively designed to appear in proportion within their respective positions on the building and remain in keeping with the site's surroundings and wider Bloomsbury Conservation Area. This is in line with Camden's Shopfront and Advertisement Guidance (Design CPG 2015) which states signs should be respectful of the form, fabric, design and scale of the host building. The proposed blades are no different to numerous illuminated examples currently located in close proximity of the Metro Bank Store (O2, DFS, NatWest, M&S etc.), which all have consent for illuminated blades.

Both local and national policy set two broad tests against which to assess the merits of advertisements, as set out by paragraph 67 of the NPPF. These can be summarised as; the potential impact of the proposals on visual amenity and; the potential impact on highways safety. For the reasons above and due to the; location, design and modest level of illumination, the proposed signage meets these policy tests.

In support of the application, please find enclosed:

- Fee of £110
- Completed Application Forms
- Site Location Plan
- Existing and Proposed Elevations

Directors
Helen Cuthbert | Stuart Slatter | Claire Temple
Associate Director
Alastair Close | Vicki Freestone | Katie Turvey

Consultants
Caroline Dawson | Dan Templeton
Associates
Rob Scadding | Heather Vickers | Alan Williams | David Williams

www.planningpotential.co.uk

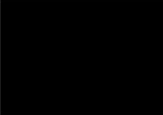
info@planningpotential.co.uk

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- Signage Details

I trust the above and attached are self-explanatory and I look forward to confirmation of validation in due course. In the meantime, please do not hesitate to contact me directly should you have any queries in respect of this matter.

Yours sincerely,



Alastair Close

Associate Director

Planning Potential

London

Enc.