

22 November 2017

**VIA PLANNING PORTAL**

Head of Planning  
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Dear Sir / Madam,

**APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT**

**341 KENTISH TOWN ROAD, LONDON NW5 2TJ**

**PLANNING PORTAL REF. PP-06552936**

Savills is instructed by Carebrook Ltd to submit an application for express advertisement consent relating to 341 Kentish Town Road, London.

Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Various drawings:
  - TD17-PM57-P01 (Existing Shopfront);
  - TD17-PM57-P02 Rev A (Proposed Shopfront);
  - TD17-PM57-P03 (Detailed Signage 01); and
  - TD17-PM57-P04 Rev A (Detailed Signage 2).

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

**Proposals**

The proposals seek express advertisement consent for the installation of replacement signage at the existing Pret A Manger sandwich shop. The proposals include the replacement of one internally illuminated fascia, one internally illuminated projecting sign and one non-illuminated retractable awning. The proposed signs, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of an improved refurbishment and external appearance to the unit to continue trading as a Pret A Manger under a refreshed appearance.

**Assessment**

The National Planning Policy Framework ("NPPF") (March 2012) and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the Local Planning Authority ("LPA") to only consider amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed signs.

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

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





### *Amenity*

The site is located on the western side of Kentish Town Road, to the north west of Kentish Town town centre. The site falls outside of the Kentish Town Conservation Area and is not a statutory or locally listed building.

In so far as they are relevant to the assessment of this advertisement consent application based on the aforementioned 'tests' of amenity and public safety, there are various policies within the development plan relating to advertisements. The development plan comprises the London Plan (March 2016) and the Camden Local Plan (July 2017).

Camden Planning Guidance ("CPG") 1: Design (July 2015) is adopted Supplementary Planning Guidance and provides additional guidance on shopfronts, advertisements and signage. No weight is afforded to the Camden Planning Guidance: Advertisements (Draft, November 2017) given its infancy.

Policy A1 (Managing the Impact of Development) of the Camden Local Plan states that the Council will seek to protect the quality of life of occupiers and neighbours and that development will be permitted unless unacceptable harm to amenity is caused. Policy D1 (Design) promotes high quality design in development that respects local context, character and materials that complement the local character while Policy D3 (Shopfronts) expects a high standard of design in new canopies, blinds and other features. Policy D4 (Advertisements) states the Council will require advertisements to preserve or enhance the character of their setting and host building. Furthermore advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

Chapters 7 (Shopfront) and Chapter 8 (Advertisements, signs and hoardings) of CPG 1 provide additional guidance. The guidance notes that fascia's should be a suitable size and proportion in relation to the building and should not obscure or damage existing architectural features. Furthermore, the guidance states that properties should only have one main fascia and one ancillary projecting sign per street frontage. CPG 1 states that shopfront awnings should not dominate the shopfront and are likely to be acceptable where they are retractable, traditional and attached to the fascia and shopfront and be flush with the fascial level.

The proposed signs are all of a high standard of design in keeping with the character of Kentish Town Road and its wider setting. The fascia is considered well scaled and located on an area of the shopfront designed to accommodate such signs, as demonstrated by the presence of the existing fascia signage and projecting sign. The signs are not therefore excessive or obstructive and the materials used, (aluminium, stainless steel and acrylic) are in keeping with, and complementary to, the host building. The advertisements respect the existing architectural features of the host building and the character and appearance of the surrounding area. The replacement of the non-illuminated awning is considered appropriate, providing a sensitive replacement of the existing awning while being suitably scaled and maintaining a minimum 2.60m clearance, thereby in accordance with the guidance contained in Policies A1, D1, D3, D4 and CPG 1.

The proposed signs reflect others which have the benefit of consent currently in situ within Kentish Town Road and the surrounding area. The internal illumination of the fascia and projecting sign is entirely appropriate in this location, where a mixture of illuminated and non-illuminated fascia and projecting signs are evident. The site itself has a history of internally illuminated advertisements being permitted. For example, express advertisement consent was granted for the existing signage in situ in October 2010 (ref. 2010/4341/A) where it was concluded "...the fascia and projecting signs are appropriate in design, size, location and method of illumination for this commercial frontage." The type and appearance of the illuminated signage is sympathetic to the design of the building on which it is located and therefore considered acceptable within the context of the building and its setting.

The proposed signs, individually and collectively, are therefore considered to accord to relevant policies of the Camden Local Plan and Design Guidance in that they provide a high quality appearance to the unit that is acceptable in terms of visual amenity and preserved the character and appearance of Kentish Town Road and the local area.



*Public Safety*

The location and design of the signage is not considered harmful to pedestrians, given the subtle appearance and illumination along Kentish Town Road. The proposals therefore raise no public safety concerns.

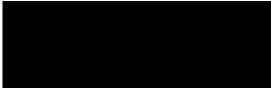
**Summary**

The proposal is for the sensitive installation of replacement signage at an existing Pret A Manger sandwich shop. The replacement signage relates to one internally illuminated fascia, one internally illuminated projecting sign and one non-illuminated awning. The signs are not detrimental to the visual amenity of the building or wider area and do not impose any harm on public safety. The proposals are therefore considered compliant with the necessary regulations, national and development plan policies (in so far as they can be considered) and it follows that there is full justification for approval of the application and the grant of express advertisement consent.

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 appointed Case Officer at the earliest opportunity.

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

Yours faithfully,



**Rhys Govier**  
Associate

Enc. As above