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VIA PLANNING PORTAL

Matthias Gentet
Planning Technician
Development Management
Camden Council
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ



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

5th Floor
2 Kingsway
Cardiff CF10 3FD
T: +44 (0) 29 20 368900
F: +44 (0) 29 20 368999
savills.com

Dear Mr Gentet,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

219 FINCHLEY ROAD, LONDON, NW3 6LP

On behalf of our client, Carebrook Ltd, Savills is instructed to submit an application for express advertisement consent relating to 219 Finchley Road, London, NW3 6LP ("the site").

The proposal, as shown on the submitted drawings, relates to the installation of two halo-illuminated fascias, two non-illuminated fascias and one externally illuminated projecting sign. Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Various drawings:
 - TD18-PM93-PL02.1 (Existing Shopfront);
 - TD18-PM93-PL02.2 Rev D (Proposed Shopfront Option B);
 - TD18-PM93-PL02.3 Rev B (Existing & Proposed Typical Shopfront Section);
 - TD18-PM93-PL03.1 Rev B (Detailed Signage 01); and
 - TD18-PM93-PL03.2 Rev B (Detailed Signage 02).

A BACS payment for £132 to cover the application fee will be made given this submission via the Planning Portal.

Proposal

Alterations to the shopfronts to deliver comprehensive improvements to the elevation fronting Canfield Avenue are being progressed to form a single shopfront and enable the amalgamation of the commercial units behind to facilitate the beneficial occupation as a Pret A Manger ("Pret") sandwich shop. A separate application to secure full planning permission for these works is also being progressed.

This application seeks express advertisement consent for the installation of two halo-illuminated fascias, two non-illuminated fascias and one externally illuminated projecting sign to the new shopfront. The four fascias are shown to read '* PRET *' (Sign A), 'Freshly prepared * Finchley Road' (Sign B), '**' (Sign C) and '* PRET *' (Sign A). Detailed drawings of the proposed works form part of this application illustrating the proposals in full.

Please note, any other advertisements shown upon the drawings are 'inside a building' and thus benefit from deemed consent and do not require an application for express advertisement consent by virtue of Schedule 1,

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

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Class I and Schedule 3, Class 12 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) ("the Regulations"). These are shown on the submitted drawings for information only.

Planning Policy Overview

The National Planning Policy Framework ("NPPF") (March 2012) provides general advice alongside the presumption in favour of sustainable development. Paragraph 19 notes that planning should act to encourage and not act as an impediment to sustainable growth. Paragraph 57 expresses the importance to plan positively for the achievement of high quality and inclusive design for all development and to establish a strong sense of place, using streetscape and buildings to create attractive and comfortable places to live, work and visit. Paragraph 67 notes that

"[c]ontrol over outdoor advertisements should be efficient, effective and simple in concept and operation. 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 paragraph continues to note that, reflecting the requirements of the Regulations, that

"[a]dvertisements should be subject to control only in the interests of amenity and public safety..."

The Camden Local Plan (July 2017) sets out a number of policies seeking to control development. In so far as they may be considered, in relation to the amenity and public safety matters, they are summarised below.

Policy D1 (Design) of the Camden Local Plan (July 2017) promotes high quality design in development that respects local context, character and materials that complement the local character. The policy identifies multiple criteria to encourage such quality.

As the site falls within the South Hampstead Conservation Area, Policy D2 (Heritage) is also relevant. The policy notes that the Council will seek to preserve or enhance heritage assets, including conservation areas. It notes that the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. Relevant statements are discussed below.

Policy D3 (Shopfronts) seeks to ensure that a high standard of design is achieved in new and altered shopfronts. This is supported by Policy D4 (Advertisements) which notes that the Council will require advertisements to preserve or enhance the character of their setting and host building. The policy continues to note that 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.

The statutory development plan is supported by Supplementary Planning Guidance, known locally as Camden Planning Guidance ("CPG"). CPG: Design (March 2018) relates to shopfronts and provides a range of detailed advice while CPG: Advertisements (March 2018) specifically relates to advertisements.

The site is not listed, but is identified as a 'Positive Building' within the South Hampstead Conservation Area. The South Hampstead Conservation Area Character Appraisal and Management Strategy (February 2011) expressly notes, at paragraph 7.17, that the site presently suffers from "unsightly strip fascias" and "cluttered signage".

Paragraph 7.18 continues that

219A-D Finchley Road and 104-112 West End Lane are shops housed at ground floor level in the Finchley Road and West Hampstead tube stations respectively. Both these and the tube stations themselves would benefit from a holistic design approach being taken to remove unnecessary signs, posters and associated clutter, consider ways in which the surviving fabric can be upgraded and historic features reinstated where lost."



Assessment

As previously noted, the NPPF and the Regulations permit the consideration of amenity and public safety matters in determining advertisement consent applications. These criteria are assessed below in respect of the proposed signs.

Amenity

The site is not listed, however it does fall within the South Hampstead Conservation Area. The proposed fascia and projecting sign are proposed following works to deliver comprehensive improvements to the shopfront for which separate full planning permission is sought.

The proposed advertisements would achieve a high standard of design which are in keeping with the character and appearance of the improved shopfront to the host building, wider streetscene along Canfield Avenue and as part of the South Hampstead Conservation Area. The design of the signage seeks to apply the highest standards design to create a shopfront with strong architectural identity, reflecting materials and finishes found locally. The proposals are considered well scaled and located on an area of the replacement shopfront designed to accommodate such signs, considered much more sensitive and appropriate than the existing oversized fascias. The four fascia signs respond to the original width of the four commercial units. For that reason, the signs are not excessive or obstructive and the materials to be used are in keeping with, and complementary to, the appearance of the host building following the improved shopfront alterations. The halo illumination of the two Sign A fascia signs is comparable to many existing advertisements within along Finchley Road and therefore represents an appropriate and proportionate means of ensuring visibility for the commercial activities of Pret sandwich shop. The external illumination of the projecting sign is also considered appropriate and subtle to the setting within the conservation area.

As such, the proposed advertisements are found to fully accord to the thrust of the NPPF, relevant policies of the development plan, namely Policies D1, D2, D3 and D4 of the Camden Local Plan and the supporting guidance contained within CPG: Design and CPG: Advertisements. The proposals would deliver a significant improvement to the building, streetscene and wider South Hampstead Conservation Area. The proposals are therefore found wholeheartedly acceptable against the amenity test.

Public Safety

The location and design of the signage is not considered harmful to pedestrian or vehicular safety given the subtle appearance and illumination. The signage would not interfere with any traffic signs or visibility splays. The proposals therefore raise no public safety concerns and are acceptable in this regard.

Summary

The proposal is for the sensitive installation of two halo-illuminated fascias, two non-illuminated fascias and one externally illuminated projecting sign to facilitate the beneficial occupation of the unit as a Pret sandwich shop following comprehensive improvements to the shopfront. The proposed 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 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.



Yours faithfully,



Rhys Govier
Associate

Enc. As above