

15 August 2019

VIA PLANNING PORTAL



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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

192 HAVERSTOCK HILL, LONDON, NW3 2AJ

PLANNING PORTAL REF. PP-07680024

On behalf of our client, Carebrook Ltd, Savills is instructed to submit an application for express advertisement consent relating to 192 Haverstock Hill, London, NW3 2AJ ("the site").

The proposal, as shown on the submitted drawings, relates to the installation of one internally illuminated fascia sign and one externally illuminated projecting sign. Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Various drawings:
 - TD18/PM99/PL02.1 Rev A (Existing Shopfront);
 - TD18/PM99/PL02.2 Rev A (Proposed Shopfront);
 - TD18/PM99/PL03.1 Rev A (Detailed Signage 01); and
 - TD18/PM99/PL03.2 Rev A (Detailed Signage 02).

A BACS payment for £132.00 to cover the application fee will be made given this submission via the Planning Portal.

Proposal

This application seeks express advertisement consent for the installation of one internally illuminated fascia sign (letters only) and one externally illuminated projecting sign to the new shopfront. The proposed fascia would read '*PRET A MANGER*' in built up letters. The projecting sign would feature 'Pret' with '* ORGANIC COFFEE * FRESHLY MADE FOOD'. Detailed drawings of the proposed works form part of this application illustrating the proposals in full and seek to deliver an attractive shopfront to enable the beneficial occupation as a Pret sandwich shop. The shopfront benefits from planning permission, the latest under ref. 2019/1788/P.

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, 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.

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

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD



Assessment

The National Planning Policy Framework (“NPPF”) (February 2019) and the Regulations 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.

Amenity

The site is not listed nor is it within a conservation area. It is recognised the site is opposite the boundary of Belsize Conservation Area and adjacent to the Parkhill and Upper Park Conservation Area. Belsize Park Station, a Grade II listed building, is located adjacent to the site. Notwithstanding this, the site itself has no such designations and is a building of contemporary design and appearance.

Paragraph 132 of the NPPF notes that the quality and character of places can suffer when advertisements are poorly sited and designed. The paragraph continues to note that the advertisement consent process “...*should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*”.

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 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.

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, with paragraph 1.18 stating:

“Generally, the internal illumination of individual letters, rather than the whole fascia [...] will be more appropriate”.

The proposed fascia sign conforms to this guidance.

The site relates to a basement and ground floor commercial unit of a modern replacement building with residential accommodation to the upper floors along the eastern side of Haverstock Hill. The building has been designed to be modern and contemporary in appearance. Overall, within the original planning application for the site (ref. 2012/5391/P), the Committee Report noted at paragraph 6.18 that:

“In overall terms the contemporary design is considered to be simple and rational, relying on the fenestration to provide visual interest and depth to the elevations. The uncluttered rational façade with clean white render façades is considered to provide a neutral response to the area.”

While the design has been amended since through various Section 73 (minor material amendment) and Section 96A (non-material amendment) applications, the contemporary design nonetheless remains an important part of the scheme. The proposed advertisements would achieve a high standard of design which are in keeping with the character and appearance of the shopfront to the host building and wider streetscene along Haverstock Hill. The design of the signage seeks to apply the highest standards design to create a shopfront with strong

architectural identity and are considered well scaled and located on an area of the shopfront designed to accommodate such signs, as approved under the most recent drawings found under ref. 2019/1788/P, for example the fascia location. 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. The internal illumination of the fascia sign represents an appropriate and proportionate means of ensuring visibility for the commercial activities of Pret as a sandwich shop. The fascia is also comparable to many existing advertisements along Haverstock Hill, for example at the adjacent 194A Haverstock Hill where advertisement consent was granted in November 2013 for one internally illuminated fascia sign and one internally illuminated projecting sign (ref. 2013/6883/A). The external illumination of the projecting sign is also considered appropriate and subtle to the setting of the nearby conservation areas.

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, 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 would be sympathetic to the setting of the nearby Belsize and Parkhill and Upper Park Conservation Areas. The proposals are therefore found wholeheartedly acceptable against the amenity test.

Public Safety

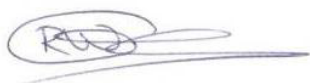
The location and design of the signage is not considered harmful to pedestrian or vehicular safety given the subtle appearance and illumination. The signage would not interfere with any traffic signs or visibility splays. The proposals therefore raise no public safety concerns and are acceptable in this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

Summary

The proposal is for the sensitive installation of one internally illuminated fascia sign and one externally illuminated projecting sign to facilitate the beneficial occupation of the unit as a Pret sandwich shop. The proposed signs are not detrimental to the visual amenity of the building or wider area, being located on parts of the building specifically and recently identified for such, 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