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VIA PLANNING PORTAL

Development Management
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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

37-39 SOUTH END ROAD, HAMPSTEAD, LONDON, NW3 2PY

PLANNING PORTAL REF. PP-07907897

On behalf of our client, Carebrook Ltd, Savills is instructed to submit an application for express advertisement consent relating to 37-39 South End Road, Hampstead, London, NW3 2PY ("the site").

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

- Application form;
- Site Location Plan;
- Various drawings:
 - TD19/PM103/PL02.1 (Existing shopfront planning);
 - TD19/PM103/PL02.2 (Proposed shopfront planning); and
 - TD19/PM103/PL03.1 (Detailed Signage).

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 fascia to include halo illuminated text and non-illuminated text and one externally illuminated projecting sign. 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 (such as Signs D & E) 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..

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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, but is identified within the Hampstead Conservation Area.

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 development plan for the site comprises the Camden Local Plan (July 2017) and the Hampstead Neighbourhood Plan (October 2018). They set 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.

As the site is within the 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.

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.

Policy DH1 (Design) of the Hampstead Neighbourhood Plan sets out several high level design aspirations, encouraging developments to respect and enhance the character areas and local context.

Policy DH2 (Conservation areas and listed buildings) requires development within a conservation area to, amongst other matters, have regard to relevant guidelines and take advantage of opportunities to enhance the conservation area.

The 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 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 South End Road. The design of the signage seeks to apply the highest standards design to create a shopfront with strong architectural identity and is considered well scaled and located on an area of the shopfront designed to accommodate such signs. 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 part halo illumination of the fascia sign



also represents an appropriate and proportionate means of ensuring visibility for the commercial activities of Pret as a sandwich shop, conforming to the guidance.

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, Policies DH1 and DH2 of the Hampstead Neighbourhood Plan and the supporting guidance. The proposals would deliver a significant improvement to the building, streetscene and would be sympathetic to the setting of the 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 one fascia to include halo illuminated text and non-illuminated text 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