

24 September 2019

VIA PLANNING PORTAL



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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

REGENTS PLACE, 350 EUSTON ROAD, FITZROVIA, LONDON, NW1 3AX

PLANNING PORTAL REF. PP-08175641

On behalf of our client, Pret A Manger (Europe) Limited ("Pret"), Savills is instructed to submit an application for express advertisement consent relating to Regents Place, 350 Euston Road, Fitzrovia, London, NW1 3AX ("the site").

The proposed advertisements, as shown on the submitted drawings, include:

- One internally illuminated lettering (Sign A); and
- One externally illuminated projecting sign (Sign B).

Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
- Various drawings:
 - 1644-PRET-02.1 (Proposed External Front Elevation & Signage Detail) ; and
 - 1644-PRET-EX01 .1 (Existing External Front Elevation)

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

Proposal

The proposals seek express advertisement consent for the installation of signage at the site comprising one internally illuminated lettering and one externally illuminated projecting sign. Collectively, the proposed signs, as illustrated on the submitted drawings and described within the application form, seek to provide an improved shopfront appearance to allow for the beneficial conversion of the existing EAT. sandwich shop into a Pret sandwich shop.

Please note, all other advertisements shown on the drawings are 'inside a building' and thus do not require the benefit of 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 and is not located within a conservation area. There are no listed buildings or conservation areas in the immediate proximity of the site that the proposals may influence the setting of.

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) which sets out a number of policies seeking to control development. There is no designated Neighbourhood Area designated covering the site. 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 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 modern shopfront to the host building and wider streetscene along this part of Euston 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, as demonstrated by the existing EAT. signage. 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 individual lettering also represents an appropriate and proportionate means of ensuring visibility for the commercial activities of Pret as a sandwich shop, conforming to the guidance. Likewise, the external illumination of the projecting sign is entirely appropriate in this location.

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. The proposals would preserve the appearance of the building and streetscene. The proposals are therefore found wholeheartedly acceptable against the amenity test.

Public Safety

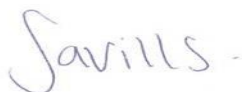
The location and design of the signage is not considered harmful to pedestrian or vehicular safety given the subtle appearance and illumination. The signage would not interfere with any traffic signs or visibility splays along Euston Road. The proposals therefore raise no public safety concerns and are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

Summary

The proposals are for the sensitive installation of signage to the unit to facilitate Pret's occupation during the shop's conversion. The proposed signs are not detrimental to the visual amenity of the building or wider area and preserve the character and appearance of the area. The signage does not impose any harm on public safety. The proposals are therefore considered compliant with the necessary regulations, national and development plan policies and guidance (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.

Yours faithfully,

A handwritten signature in blue ink that reads "Savills".

Joshua Price
Graduate Planner

Enc. As above