

Development Management
5 Pancras Square
London
N1C 4AG

FAO: Jonathan McClue

15 April 2021

Our ref: NFD/AKG/ACS/U0006970

Your ref: PP-09666504 & PP-09666633

Dear Jonathan,

**Units R01 and R02, Centre Point Link, New Oxford Street, London, WC1A 1DB
Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)
Planning and Listed Building Act 1990 (as amended)
Application for Temporary Planning Permission, Listed Building Consent and Advertisement
Consent**

On behalf of our client, Streatmarkets Ltd., we enclose applications for temporary advertisement consent, planning permission and listed building consent in respect of Units R01 and R02, Centre Point Link, New Oxford Street, London, WC1A 1DB ('the site').

The Site

The site comprises retail units R01 and R02 of the Centre Point Link which are located at lower basement, basement, ground, and mezzanine levels. The entire site is located within the Central Activities Zone ('CAZ') and the Denmark Street Conservation Area and is Grade II listed.

The site is in a commercial, Central London location and on a primary shopping frontage.

Background

On 5 April 2016 listed building consent (ref: 2015/5069/L) was approved for:

“Internal and external alterations associated with the erection of a ground floor extension partially infilling beneath Centre Point Link affecting a Grade II Listed Building.”

The retail units have been built and the tenant and applicant for these applications, Streatmarkets Ltd., has since obtained listed building consent (ref. 2018/4515/L) for the internal fit out of the unit along with various approval of details applications to discharge conditions pursuant to listed building consent ref: 2015/5069/L.

An application for totem and fascia signage (ref. 2018/5319/A), to improve wayfinding to the site, was approved in December 2018.

This signage has subsequently been installed. Since 2018, footfall to the site has remained low due to the poor visibility of the retail use in the units. This is a result of the combination of the scale of the building above (which projects outwards) and the reflective nature of the glazing at street level. Both factors make it difficult to see the internal signage from outside the site.

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In May 2020 an application for advertisement consent and listed building consent (ref: 2020/2012/A) was submitted to Camden. Comments received during the determination period from officers related to design and the length of time the application had applied for (the full five years period). The applications remain pending.

The limited footfall perpetuated by poor visibility (as demonstrated by the existing images in the submitted design pack) has been exacerbated by the COVID-19 pandemic. These factors have severely affected the success of the retail unit at the site.

The Proposals

Since the submission of the pending applications (ref: 2020/2012/A), the Applicant has engaged in pre-application discussion with Camden design and planning officers to seek a workable solution to the challenges faced by their business, whilst also delivering a sensitive and reversible design to the listed building. The proposals submitted under these applications are considered to respond appropriately to the site's historic setting whilst also activating the primary shopping frontage façade to support the commercial function of the area and the site itself. The proposals have received support in principle from Camden on the basis of making an application for a temporary 1-year period.

Accordingly, the proposed signage comprises:

- Three temporary glaze-fixed signs with static illuminated letters, occupying the three external corners of the site at ground floor level.

The fixings to the building comprise physical works which require planning permission and associated listed building consent. Temporary advertisement consent, planning permission and listed building consent is accordingly sought for:

“Provision of glaze-fixed illuminated signs for a period of 1 year”

The design and justification of the proposed signage is shown in greater detail within the temporary signage proposal pack, prepared by the Applicant, enclosed with the application.

Planning Considerations

Part 1, Section 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 requires that in the interest of amenity and public safety, a local planning authority should take into account the provisions of the development plan, so far as they are material, and other relevant factors.

Policy D2 of the adopted Camden Local Plan seeks to preserve and where appropriate, enhance Camden's heritage assets and their settings, including conservation areas and listed buildings. Development involving listed buildings and development within conservation areas should be carried out sensitively.

Policy D4 of the adopted Camden Local Plan relates to Advertisements. It states the council requires:

“Advertisements to preserve or enhance the character of their setting and host building. 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 site is curtilage listed (as the Link Building above adjoins Centre point). The large plan form, bulk and projecting upper levels of the building, with concrete and glazed facades similar to those around it, along with the wide busy streets, defines the character of the immediate area.

The proposed signage has been designed following detailed pre-application discussions and intended to suit this context by improving the visibility of the use within the unit at street level without overpowering the street scene and surrounds.

Prior to the relatively recent construction of the new retail units at the site, the site was a road. It is considered that adverts are therefore appropriate in this location as the site is adjacent to a wide, busy pedestrian footpath in a core, commercial area of central London. The signage will help to announce the active use and market concept located within the buildings at lower levels, which despite its ground floor location is relatively hidden by the bulk, scale and materiality of the projecting building above and the wide commercial streets.

The signage will enhance the legibility of the public realm and aid pedestrian flow from New Oxford Street to the site, contributing to the commercial function and vitality of the area, without overpowering the domineering building above, or the surroundings (given the limited scale of the signage).

The signage would comprise a built-up face illuminated letters sign finished with opal acrylic faces, and internally illuminated with warm white illumination. The lighting would be fully controllable and dimmable. The signage provider has confirmed all elements of the installation process would be fully reversible and non-intrusive, in line with temporary permissions.

The proposal therefore relates to the character, scale and architectural features of both the (curtilage listed) host building and the Denmark Street Conservation Area. The signage will preserve both the special interest of the listed building and the character and appearance of the Conservation Area.

The fixtures are designed to be barely visible, with a non-damaging adhesive applied to the glazed and discrete cable to control the lighting. The signage will produce low luminance levels in a neutral warm white colour. The design process has ensured the sign will not cause light pollution and thereby protecting nearby amenity.

The proposed signage will be temporary and therefore wholly reversible. The signage will therefore preserve the character and appearance of the listed building and the conservation area.

Conclusion

The proposed advertisement accords with Policies D2 and D4 as the signage will enhance the character and appearance of the conservation area and listed host building whilst also contributing to the commercial function of the New Oxford Street primary shopping frontage and the Centre Point Estate and temporary advertisement consent, alongside the associated applications for planning permission and listed building consent should be granted.

Documentation

The application has been made via the planning portal and the submission comprises the following:

- Signed and dated application forms;
- Site Location Plan; and
- Temporary Arcade Signage pack, prepared by Streat Markets Ltd.

The application fees of **£234.00** and **£132.00** has been paid concurrent to the submission of the planning permission and advertisement consent application respectively.

Please do not hesitate to contact Anna Gargan or Anna Collingwood-Smith of this office should you have any questions regarding this application.

Yours faithfully

A handwritten signature in black ink that reads "Gerald Eve LLP". The signature is written in a cursive, flowing style.

Gerald Eve LLP

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