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## VIA PLANNING PORTAL

Development Management  
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Dear Sir / Madam,

### APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

#### UNIT 4, THE PIAZZA, EUSTON RAILWAY STATION, LONDON, NW1 2RT

#### PLANNING PORTAL REF. PP-09974277

Savills is instructed by Pret A Manger (Europe) Limited ("Pret") to submit an application for express advertisement consent relating to Unit 4, The Piazza, Euston Railway Station, London, NW1 2RT ("the site").

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

- 4 no. internally illuminated fascia signs (Signs A, B (x2) and E); and
- 3 no. internally illuminated square projecting sign (Sign D).

Accordingly, please find enclosed:

- Application forms;
- Site Location Plan;
- Various drawings:
  - TD21/PM157/02.1 (Existing Shopfront);
  - TD21/PM157/02.2 Rev A (Proposed Shopfront); and
  - TD21/PM157/03.1 (Detailed Signage).

Payment of £132.00 has been made via the Planning Portal to cover the respective fee for the application.

### Proposals

The proposals seek express advertisement consent for the installation of signage at the site, comprising four internally illuminated fascia signs and three internally illuminated projecting signs. The proposed signs, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of an improved shopfront and external appearance to the unit to allow for the beneficial occupation by Pret.

Please note, any other advertisements shown on the drawings (i.e. Sign C) 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). These are shown on the submitted drawings for information only.

## Assessment

The National Planning Policy Framework (“NPPF”) (February 2019) and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permit the Local Planning Authority 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 located outside the main entrance to Euston Railway Station and within the pizza area – an open top area but largely enclosed on all sides by existing buildings. The site is currently vacant following Café Rouge’s decision to close its operations at the premises. Pret is now seeking to be the new occupier of the unit and operate one of its sandwich shops.

The site is not listed with the nearest listing being is the Grade II statue of Robert Stephenson in Euston Station Forecourt approximately 40 metres east of the site. The site is not within a conservation area, albeit the northern boundary to the Bloomsbury Conservation Area is located approximately 30 metres south of the site. It is not considered that the proposals will influence the significance of the listed statute and is therefore not considered further. Furthermore, given the site is all but enclosed by other buildings, the proposals will have no bearing on the conservation area to the south that warrant further consideration.

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. 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.

The site has a modern finish which accommodates a predominantly glazed shopfront. The proposed advertisements would achieve a high standard of design which are in keeping with the character and appearance of the existing shopfront to the host building and wider streetscene and setting within this part of the forecourt. The design of the signage seeks to apply the highest standards of design to create a shopfront with strong architectural identity and is considered well-scaled and located on an area of the unit designed to accommodate such signs, as demonstrated by the existing Café Rouge 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 signage in the form of LED’s also represents an appropriate and proportionate means of ensuring visibility for the commercial activities of Pret as a sandwich shop, conforming to the guidance and 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, 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 acceptable against the amenity test.

#### *Public Safety*

The location of the signage is not considered harmful to either pedestrians or vehicle traffic given the site's location within the forecourt of Euston Station, set away from public highways. The proposed signage will not interfere or obscure the interpretation of any road signs and visibility splays given there is no passing traffic. The proposals therefore raises no public safety concerns.

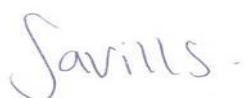
#### **Summary**

The proposals are for the sensitive installation of signage to allow 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. 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 (in so far as they can be considered) and it follows that there is full justification for approval of the application and 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 application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in blue ink that reads "Savills" in a cursive, stylized script.

**Joshua Price**  
Planner

Enc. As above