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VIA PLANNING PORTAL

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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

106 TOTTENHAM COURT ROAD, LONDON, W1T 4TT

PLANNING PORTAL REF. PP-11668417

On behalf of our client, Pret A Manger (Europe) Limited ("Pret"), Savills is instructed to submit an application for express advertisement consent at 106 Tottenham Court Road, London, W1T 4TT ("the site").

Accordingly, please find enclosed:

- Application Form;
- Site Location Plan;
- Various drawings including;
 - 22-PRET-TCR106/02.1 A (Existing Shopfront Elevation);
 - 22-PRET-TCR106/02.2 A (Proposed Shopfront Elevation); and
 - 22-PRET-TCR106/02.3 A (Proposed Shopfront Signage Details)

Payment of the appropriate fee of £132.00 has been made via the Planning Portal.

Proposal

The proposal seeks express advertisement consent for the installation of one internally illuminated projecting fascia sign along the Tottenham Court Road elevation (Sign D).

The proposed signage, 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 vacant building to a Pret sandwich shop. The signage therefore is a change to the existing shop front.

Please note, any other advertisements shown on the drawings are 'inside a building' (Signs A, B and C) 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.

Assessment

The National Planning Policy Framework ("NPPF") (July 2021) 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.

Paragraph 136 of the NPFF 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 in 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 impact*”.

Amenity

The site forms one of several retail units on the ground floor of a six-storey building, known as 106 Tottenham Court Road. The site occupies a corner plot on Tottenham Court Road at its junction with Maple Street and is designated as a primary shopping frontage. The site is currently a vacant unit having last being occupied by Sushi Fabrique as a restaurant. The site is not listed. The nearest listed entry is no. 2 Maple Street (Grade II), which is located opposite the application site. The site is not located within a Conservation Area, however, is adjacent to Bloomsbury Conservation Area and in close proximity to Fitzroy Square Conservation Area. The proposal will have no bearing on the nearby listed buildings or conservation areas, therefore these are not considered further.

The Camden Local Plan (July 2017) presents the planning policies that cover the period from 2016-2031.

Policy D4 (Advertisements) of the Camden Local Plan notes that advertisements should preserve and enhance the character and setting of the wider area, along with the host building. The design, material and detail of advertisements should respect the form, design and scale of the host building. The policy goes on to state that advertisements should not contribute to street clutter and cause light pollution. Further, advertisements should not have “*flashing illuminated elements*”.

The Supplementary Planning Document ‘Camden Planning Guidance: Advertisements’ (Adopted March, 2018) provides guidance on the design and siting of advertisements. The guidance presents that good quality advertisements, generally at fascia level will be acceptable. Illuminated signage should be sympathetic to the design of the building, along with the method of illumination. The guidance further notes that “*internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate*”.

The proposal involves the replacement of the sign panel within the existing illuminated projecting sign, which is positioned appropriately on the shopfront. The proposal would therefore continue to not negatively interfere with architectural details of the building and is considered consistent with good design principles and the aforementioned policies. The signage remains to be well scaled and located on an area of the unit, along the existing fascia level, designed to accommodate such signage. The signage will continue to remain consistent with the size, scale and placement of the projecting signs of neighbouring properties. Furthermore, the internal illumination of the lettering and stars on the projecting sign is considered a sensitive form of illumination within this location. The nature of the proposed signage is considered to be sensitive to the character of the building and within the wider area along Tottenham Court Road and Maple Street.

In summary, the proposed sign maintains a high standard of design, in keeping with the character and appearance of the building and its setting along Tottenham Court Road and Maple Street. The signage has been sensitively designed to fit within the existing landlord surround, reflect the appearance of the host building’s contemporary shopfront and is not at all considered to be excessive or obstructive. The materials and form of internal illumination used are respectful, in keeping with, and complimentary to the host building and its setting. The signage is an important improvement to the design of the current vacant unit to facilitate Pret’s beneficial occupation. The signage accords with the relevant policy as set out above and is found acceptable in respect of amenity.

Public Safety

The location of the signage is not considered harmful to pedestrians and vehicles, given the subtle appearance and illumination of the projecting sign. The proposed signage will not interfere or obscure the general road usage for vehicles or any road signs and visibility splays. The proposed signage will replace the existing, and

is considered an appropriate location which will not interfere with the free flow of pedestrians outside the unit. The proposal therefore raises no public safety concerns.

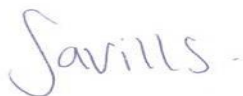
Summary

The proposal is for the sensitive installation of signage to allow the beneficial occupation of the vacant unit by Pret. As noted above, the proposed projecting sign is not detrimental to the visual amenity of the building or wider area and will not impose any harm on public safety. The proposal is therefore considered compliant with the necessary regulations, national and local planning policy (in so far that 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.

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

Yours faithfully

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

Lucy Hayward
Graduate Planner

Enc. As above