

PD12837/PB/KFH/EM

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West Area Planning Team
Tower Hamlets Council
Town Hall
Mulberry Place
5 Clove Crescent
E14 2BG

Dear Sir / Madam,

9 PRESCOT STREET, LONDON, E1 8AZ

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007 & PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
APPLICATION FOR ADVERTISEMENT CONSENT (REF: PP-10129586) AND LISTED BUILDING CONSENT (REF: PP-10129598)**

Montagu Evans LLP have been instructed CLS Prescott Ltd ('the Applicant'), to prepare applications for advertisement consent and listed building consent (the 'Applications' / 'Proposals') at the site of 9 Prescott Street, London, E1 8AZ ('the Site').

THE SITE

Situated in the planning authority of London Borough of Tower Hamlets ("LBTH"), the Site is located within 500m of Tower Hill station.

The Site area comprises the footprint of the building at 9 Prescott Street and a small amount of hard standing which comprises the two pavement areas to Chamber Street and Prescott Street. The site area extends to approximately 2,000 sqm.

The Site is bounded by Prescott Street to the north; the Grade II-listed 1 Prescott Street to the east; Chamber Street to the south; and Magdalene Passage, the Grade II listed 16 Prescott Street and locally listed 15 Prescott Street to the west. The Site is comprised primarily of a seven-storey building currently occupied for office use (Use Class E) by a range of tenants.

Whilst the building at number 9 Prescott Street is not included as a separate entry on the statutory list of buildings of special interest, it is our view that the building should be treated as a Grade II listed building under s1 (5) of the Planning (Listed Buildings and Conservation Areas) Act 1990. The Site is not located within a conservation area.

PROPOSALS

This Application seeks advertisement consent and listed building consent for the erection of 1x illuminated letters spelling “ARTESIAN” located above ground floor entrance from Prescott Street. Also, the installation of a 1x illuminated sign spelling “78 CHAMBER STREET” located at the back of house on Chambers Street.

Signage details	Prescot Street	Chambers Street
Height from the ground to the base of the advertisement	4,050mm	410mm
Maximum projection of the advertisement from face of building	Max 45mm, typically 30mm	30mm
Height, width and depth	480mm (h) x 2,750 (w) x 10mm (d - typical)	2,500mm (h) x 510 (w) x 10mm (d - typical)
Maximum height of individual letter	380mm	325mm max, 200mm typical
Illumination levels (cd/m ²)	5-10 max.	50 (as existing as retained)

Full details of the advertisements and drawings can be found in the Design Statement (dated August 2021) prepared by Buckley Gray Yeoman.

LEGISLATION AND PLANNING POLICY

This Application has been assessed against the relevant statutory legislation and planning policy; the following are material considerations:

As stated in Paragraph 3(1)(a) of The Town and Country Planning (Control of advertisements) (England) Regulations 2007, advertisement controls are only exercisable in terms of amenity and public safety.

The National Planning Policy Framework (July 2021) acknowledges that poorly sited and designed advertisements can impact the quality and character of the built environment and specifies that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy D.DH10 (Advertisements, Hoardings and Signage) of the Tower Hamlet’s adopted Local Plan 2031 (January 2020) requires advertisements to be well-designed and well-integrated within the public realm, host buildings and the surrounding area.

“1) In particular, proposals will be supported where they demonstrate how they:

- A. complement the character, appearance and visual amenity of the site and the surrounding area*
- B. do not have an adverse impact on the setting or significance of heritage assets (including conservation areas and listed buildings) and do not obscure architectural features*
- C. do not intrude into the outlook of nearby residents*
- D. do not adversely affect public or highway safety or impede pedestrian access, including for those with visual impairment or impaired mobility*
- E. enhance the visual amenity of construction sites and vacant or underused sites/buildings and the surrounding area, including through the use of appropriate lighting*

- F. *are subservient in relation to the streetscape or the buildings to which they are attached, and*
- G. *do not create or contribute to a proliferation of signs and advertisements which cause 'visual clutter' in the streetscape.*

2) *Within conservation areas, advertisements, signage and hoardings need to complement the special character of the area and:*

- A. *will not be supported above fascia or ground level*
- B. *should be externally illuminated, and*
- C. *projecting or hanging signs will be restricted to one per frontage."*

Planning (Listed Buildings and Conservation Areas Act) 1990 (as amended):

Section 16 (2) sets out that in considering whether to grant listed building consent for any works the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 66 (1) sets out that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

The National Planning Policy Framework (July 2021) acknowledges that heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance. During determination the LPA must consider the impact of proposed development on the significance of designated heritage assets and the wider positive contribution.

Policy S.DH3 (Heritage and The Historic Environment) of the Tower Hamlet's adopted Local Plan 2031 (January 2020) requires proposals to preserve and enhance the borough's designated and non-designated heritage assets in a manner appropriate to their significance.

"2. Proposals to alter, extend or change the use of a heritage asset or proposals that would affect the setting of a heritage asset will only be permitted where:

- A. *they safeguard the significance of the heritage asset, including its setting, character, fabric or identity*
- B. *they are appropriate in terms of design, height, scale, form, detailing and materials in their local context*
- C. *they enhance or better reveal the significance of assets or their settings*
- D. *they preserve strategic and locally important views and landmarks, as defined in Policy D.DH4, and*
- E. *in the case of a change of use from a use for which the building was originally designed, a thorough assessment of the practicability of retaining its existing use has been carried out outlining the wider public benefits of the proposed alternative use."*

PLANNING AND HERITAGE ASSESSMENT

Visual Amenity

The application proposes the installation of a modest, illuminated sign to be installed above the entrance door to the ground floor. The sign is to be constructed with bronze finish PPC metal matching the materiality of the new entry screen / feature metalwork. The sign will be back-lit with a soft light LED strip. A new entrance sign is also proposed to be installed to identify 78 Chambers Street for the purposes of servicing and deliveries. The mounted bronze finish PPC metal sign will re-use the existing external lighting. Both signs are of an appropriate scale and would contribute positively towards the street scene. The proposed signage and illumination will avoid material impacts on the visual amenity of the site and surrounding area.

Public Safety

The location and nature of the advertisements would not cause any public safety concerns. The illumination will be static to ensure the brightness of the illumination does not distract or dazzle road users. The proposed sign is considered modest in size relative to the proportions of the entrances to both Prescott Street and Chamber Street and the level of illumination is not considered to result in any visual impact or highway safety.

Heritage and Conservation

The design and dimensions of the proposed signs have been considered to be sympathetic to the Site and surrounding heritage assets. There have previously been signs attached to the building above the principal entrance to Prescott Street as demonstrated in the Design Statement prepared by BGY. The proposed sign seeks to replicate the position of the building name whilst improving the appearance of the building and referencing an historic function at the site.

The name to be added to the front of the main entrance to the building on Prescott Street, 'Artesian', is an historic reference to a bore hole that was originally located in the sub-basement of the building and provided 10,000 gallons of water a day to the rest of the Co-operative sites in the area.

We include the extract from the Survey of London on the property, '9 Prescott Street: 1937–8 as the Co-operative Wholesale Society's Furnishing and Hardware Warehouse, converted to offices | Part of Co-operative Wholesale Society buildings.'

The reference to the artesian well is quoted as follows:

"In the sub-basement ... a 600ft borehole producing 10,000 gallons of water per hour was intended to feed the second portion of Ekins's administrative offices, which had yet to be built. Together with a similar tank in the drapery department, the aim was to supply all the water for CWS premises locally.³ In 1949 there were still two functioning CWS wells for drinking water in Leman Street, out of only five still working in the borough, and these were checked regularly for quality by the Metropolitan Water Board.⁴ Assuming one was still within the Furnishing Warehouse, the other was presumably the artesian well sunk beneath the London Tea Department in the 1890s."

The inclusion of the building name above the entrance is an appropriate historic reference and will reinforce the special interest of the building.

The materials are proposed to complement existing materials of the host building and so would not pose any significant harm to the host building. As such, the proposals do not present any issues in terms of design or appearance and would preserve the character of the listed building and the appearance of the immediate surrounding area.

Summary

Having regard to the policy position, it is considered that the installation of signage to the exterior façade on Prescott Street and Chambers Street fully accords with the national and local policy objectives and will not harm the setting of neighbouring heritage assets.

APPLICATION MATERIAL

The Application submitted via the Planning Portal for advertisement consent (Ref: PP-10129586) and listed building consent (Ref: PP-10129598) comprises the following documentation:

1. This Application Cover Letter prepared by Montagu Evans;
2. Completed Application Forms (Advertisement Consent and Listed Building Consent) prepared by Montagu Evans;
3. Location Plan prepared by Buckley Gray Yeoman;
4. Site Plan prepared by Buckley Gray Yeoman; and
5. Design Statement (including application drawings) prepared by Buckley Gray Yeoman.

CONCLUSIONS

This application for advertisement consent (Ref: PP-10129586) and listed building consent (Ref: PP-10129598) have been submitted via the Planning Portal. The application fee for advertisement consent is £132.00 (+£28.00 service charge). No payment is required for listed building consent.

We trust the information provided is sufficient and look forward to confirmation the application has been validated.

If you require any further information, please do not hesitate to contact either Kate Falconer Hall (020 7312 7466 / kate.falconerhall@montagu-evans.co.uk) or Eleanor Mazzon (0203 004 2918 / eleanor.mazzon@montagu-evans.co.uk) of this office in the first instance.

Yours faithfully,



Montagu Evans LLP

Enc.