

7 July 2015

VIA PLANNING PORTAL

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Dear Sir / Madam,

APPLICATION FOR ADVERTISEMENT CONSENT

117 SHAFTESBURY AVENUE, LONDON, WC2H 8AD

PLANNING PORTAL REF. PP-04276822

Savills are instructed by Pret A Manger to submit an application for advertisement consent relating to 117 Shaftesbury Avenue, London, WC2H 8AD.

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

- 2 no. internally illuminated fascia sign;
- 2 no. awnings;
- 1 no. externally illuminated projecting sign;
- 1 no. part illuminated / part non-illuminated sign; and
- 1 no. non illuminated manifestation (across shopfront width).

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Existing External Elevations (TD15-PM46-01.1);
- Proposed External Elevations (TD15-PM46-01.2 Rev A); and
- Detailed Signage Sheet (TD15-PM46-01.3).

A cheque for £110.00 will follow under separate cover given this submission via the Planning Portal.

Proposals

The proposed advertisements, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of improved shopfronts and external appearance to the unit, to allow the beneficial occupation by Pret A Manger. The various advertisements will replace the comparable advertisements in place from the previous occupier of the premises.

The National Planning Policy Framework (NPPF) (March 2012) and The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

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





Amenity

The signs and awnings are of a high standard of design which are in keeping with the character of the location and their wider setting. Furthermore, the signs are not excessive or obtrusive and the materials used are in keeping with the host building. The proposed advertisements reflect the advertisements currently in situ on the elevations and are therefore in keeping in that respect.

The proposed advertisements accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the NPPF. In particular, the proposed signage would not cause harm to the character and appearance of the building or area, therefore satisfying Policy DP30 of the Camden Development Policies (November 2010).

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic given the subtle lighting and appearance. The proposal therefore raises no public safety concerns.

Summary

The proposal is for the sensitive installation of various advertisements to the unit to facilitate Pret A Manger's occupation. The proposals are considered fully compliant with national and development plan policies 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 applications have 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,



Rhys Govier
Planner

Enc. As above