

9 July 2015

**VIA PLANNING PORTAL**

Head of Planning  
Development Management  
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Dear Sir / Madam,

**PLANNING APPLICATION FOR ALTERATIONS TO SHOPFRONT AND ASSOCIATED WORKS**

**117 SHAFTESBURY AVENUE, LONDON, WC2H 8AD**

**PLANNING PORTAL REF. PP-04333183**

Savills are instructed by Pret A Manger to submit an application for a replacement shopfront.

Accordingly, please find enclosed:

- Application forms and Ownership Certificate;
- Site Location Plan;
- Existing External Elevations (TD15-PM46-PL01.1);
- Proposed External Elevations (TD15-PM46-PL01.2 Rev A);
- Existing Layout Ground Floor (TD15-PM46-PLS1.1);
- Proposed Layout Ground Floor (TD15-PM46-PL03.1 Rev A); and
- Community Infrastructure Levy form.

A cheque for £195.00 will follow under separate cover given this submission via the Planning Portal.

**Proposal**

Planning permission is sought for alterations to the shopfront and all associated works. Works include new shopfront entrance and bay returns, associated works and making good the shopfront, as shown and annotated on the submitted drawings.

Please note a separate application has been submitted seeking advertisement consent, as shown on the proposed external elevations drawing.

**Assessment**

The alterations sought are minor and have no appreciable impact on the external appearance of the unit. The proposals offer a high standard of design which are in keeping with the character of the building, its location and their wider setting. The proposed works would improve and refresh the appearance of the shopfront within the streetscene. Furthermore, works are not excessive nor obtrusive and the materials used are in keeping with the host building.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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The proposed works therefore accord to relevant policies of the Camden Core Strategy (November 2010), Camden Development Policies (November 2010) and the thrust of the National Planning Policy Framework (NPPF) (March 2012). 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).

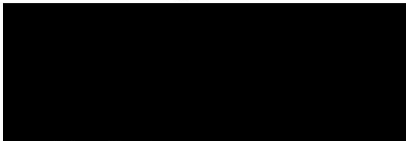
**Summary**

Planning permission is sought for relatively modest changes to the shopfront of the premises which Pret A Manger are to shortly occupy. The proposed works will be in keeping with the existing appearance of the building and will be of benefit to the appearance to the unit within the streetscene, satisfying the policy criteria of the development plan and the NPPF.

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,



**Rhys Govier**  
Planner

Enc. As above