

**leftcity**

Planning, design and  
development advice

Director of Planning,  
Camden Borough Council  
5 Pancras Square  
London,  
N1C 4AG

26<sup>th</sup> March 2018

Dear Sir/Madam,

**125 Shaftesbury Avenue, WC2H 8AD**

We are submitting through the Planning Portal an application for advertising consent to the above property.

The Application building is not listed, nor does it sit within a conservation area.

There are a number of listed buildings within the immediate vicinity of 125 Shaftesbury. The Odeon cinema to the North East and the Pheonix Theatre to the North West are Grade II listed as are buildings at 99A and 101 Charing Cross Road. The building is also in close proximity to St-Giles-in-the-fields church (Grade I) to the North and the Palace Theatre (Grade II\*) to the South. It is considered that the proposals will not have any negative impact on the setting of these listed buildings.

**Proposal**

Consent is sought for installation of one illuminated sign positioned to the top of existing entrance canopy and one 'blade' sign at fascia level

The accompanying drawings illustrate the proposed signage.

The proposals also show installation of plaque signage to the entranceway. This signage falls within Schedule 3, Part 1, Class 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and therefore has deemed consent. It is shown within the proposals to provide a complete representation of the site.

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**Policy**

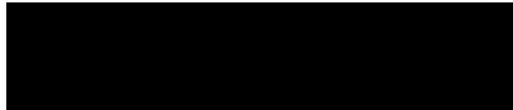
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 indicates that Local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.

Policy D4 of Camden's Local Plan states the Council's policy with regard to advertising. It is required that advertisements preserve or enhance the character of their setting and host building. Further, adverts 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.

It is considered that the proposed signage accords with council policy as being of the highest standard of design and positioned well in relation to the features and scale of the host building. Further, the proposed installation is restrained and so will not cause a proliferation of signage. Lighting, where proposed, is modest and built into the body of the sign. The level of illumination is proposed to be at a level of 500 lumens. The illumination and positioning of the signs will not cause distraction or hazard to road users or pedestrians and will not harm the amenity of the building's neighbours.

We believe that the accompanying material sufficiently outlines the proposals. However, should you require any further information please do not hesitate to contact me.

Yours faithfully,

A solid black rectangular box used to redact the signature of the sender.

for and on behalf of Left City Ltd.