

Delegated Report**Development Planning****Address:** Ground Floor Unit 2, Avenue House, 25 - 27 Shaftesbury Avenue, London

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| Case No.: | 21/00128/ADV | TP: | PP-09399804 |
| Date Received: | 09.01.2021 | Date Valid: | 13.01.2021 |
| Date amended/ completed: | 13.01.2021 | 8 Wk Date: | 10.03.2021 |
| | | EoT date: | |
| Agent: | Moein Memari / SMD Architects Ltd | On behalf of: | |
| Development Plan Context: | - London Plan July 2011 - Westminster's City Plan November 2016 - Unitary Development Plan (UDP) January 2007 | | |

LB: **CA:** Soho**Proposal:**

Display of one internally illuminated (letters only) fascia signage measuring 0.3m x 1.94m

Consultations:

None required

Relevant Planning History:**Considerations:**

The building is an unlisted property located in the Soho Conservation Area. Advertisement consent is sought for Display of one internally illuminated (letters only) fascia signage measuring 0.3m x 1.94m.

By virtue of the size, location and method of illumination, the proposed advertisements are considered acceptable in design, conservation and townscape terms

Recommendation:

Grant advertisement consent.

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| Case Officer or Morning Meeting Officer: Adam Jones | Date: 18 January 2021 |
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Reason (if over 8/13 wk deadline):

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| Item No. |
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DRAFT DECISION LETTER

Address: Ground Floor Unit 2, Avenue House, 25 - 27 Shaftesbury Avenue, London

Proposal: Display of one internally illuminated (letters only) fascia signage measuring 0.3m x 1.94m

Plan Nos: 1617-PL040 ; 2001-PL041 ; 2001-PL042

Case Officer: Ken Powell

Direct Tel. No. 07866040188

Unconditional or if an Advert Application only the standard advert conditions

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