

Supporting Statement

Ferretti, 82 New Oxford Street, London, WC1A 1HB

Proposal: Proposal to install new fascia and projecting sign at the front of the premises.

Dear Sir / Madam,

The application site is situated on New Oxford Street. The site is part of the Prospect House, consisting of the offices on the upper floors and a number of shops on the ground floor. The site is close to the intersection with Oxford Street and Tottenham Court Road and it is also closely located to Tottenham Court Road tube station.

The ground (the site) was vacant before being taken over by the applicant. The site will be a unique and distinctive café where customers can enjoy the excellence of the best Italian products.

The proposal seeks to install a new fascia and projecting sign on the front of the property.

The fascia sign will consist of a box-shaped, zinc-coated and painted single letters, with interior LED light strip, with power inside signboard.

The projecting sign will be a 65X65cm double-sided electric sign with wrought iron support brackets, overall amount 70x85cm. Indoor lighting through 18wt fluorescent lamps, 2600 total lumens.

There are other examples of very similar signs in the immediate vicinity, this includes: n°106 New Oxford Street and n°102 New Oxford Street. The proposed signs are in keeping with the appearance of the local area. There are no other changes proposed to the shop front.

The proposed new signs are considered to integrate well with the existing building, they respect the style and scale, whilst maintaining the architectural features. It reflects the needs of a new commercial shop and therefore an adequate form of development.

As such, bearing in mind the above planning permission is warranted.

Kind Regards
Manuel Rocha