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Date: 08/02/2019

Planning
London Borough of Camden
5 Pancras Road
Kings Cross
London
N1C 4AG

By Planning Portal only

Dear Sir/Madam

127A TOTTENHAM COURT ROAD, LONDON, W1T 5AS

Please find enclosed a planning and related advertisement consent application for a new shopfront and internally illuminated advertisement signs at 127A Tottenham Court Road, London, submitted on behalf of our client, Paul UK.

This small retail unit was previously occupied by a camera/mobile phone shop but is currently vacant.

Paul UK have secured a lease on the premises to expand its patisserie/boulangerie business, which operates from circa 30 other units in London. It is proposed to use 127a Tottenham Court Road as one of its new Paul Express outlets, effectively a “grab and go” style of business where customers can purchase one of its ready-made baguettes, cold meat or fruit tarts/patisseries to eat off the premises, together with a coffee or other warm/cold drink. There will be no large cakes or loaves of bread sold from the premises.

It is proposed to subdivide the ground floor unit to provide a food preparation area and a customer retail area. Some seats and tables are provided for customers use, but no toilet facilities, demonstrating the unit is operating as an A1 retail use rather than as a A3 café type use.

The unit will be rebadged to reflect the new business occupying it and the existing externally illuminated board and associated external lights will be removed and replaced by an internally illuminated fascia sign and associated internally illuminated projecting sign.

The existing shop front will be removed and replaced by a fully glazed one running across the majority of the frontage of the unit.

The application is accompanied by:

- Completed application forms;
- Site location and block plans
- Existing and proposed floor plans;
- Existing and proposed elevations;

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- Cross section through the proposed frontage;
- Details of the proposed internally illuminated signs;
- Photos of existing/previous shop front;
- Design and Access Statement;
- Completed CIL forms.

The planning/advertisement consent application fee of £366 has been paid electronically via the Planning Portal.

We trust you have all the necessary drawings and information you need to validate and register the application but please get back to us if there is anything further needed.

Yours faithfully,

Bidwells LLP