

08th November 2019
Our Ref: 19.8116

Planning and Development
5 Pancras Square
Kings Cross
London
N1C 4AG

24 Southwark Bridge Road
London
SE1 9HF

T 0203 268 2018

Dear Sir/ Madam

**Re: TOWN AND COUNTRY PLANNING ACT (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992 APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS The
Rocket, 120-122 Euston Road, London, NW1 2AL.**

On behalf of our client, Mitchells and Butlers, Boyer is pleased to submit an application for consent to display advertisements at the above property. This application is made in conjunction with a Listed Building Consent for the advertisements and a Listed Building Consent, as well as a full application, submitted in parallel under separate cover.

Within the Proposed Signage Scheme Package that is submitted in support of the above application, the sign details are outlined in full and are referred to as items. This correlates to the planning application forms.

An advertisement application was submitted in July 2019 under reference 2019/2252/A. The applicant has since taken on board comments of the planning office and conservation officer in relation to the proposals and have sought to produce a signage scheme which is more sympathetic to the Conservation Area. The following features have been altered:

- Removal of fascia tiling;
- Removal of overhanging signage on Euston Road;
- Removal of signwritten to fascia panel previously proposed on Charlton Street Elevation;
- Reduction in scale of lettering for House name and Street name signage on Charlton Street elevation.

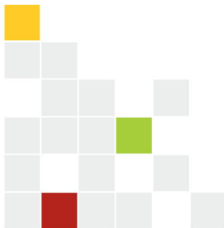
Application Submission

This application has been submitted via the Planning Portal and includes the following supporting information:

- Completed Application Form
- Site Locations Plan
- Supporting Statement
- Proposed Signage Scheme Package prepared by Morgan Sign and Design

The planning application fee is £157.00 and has been paid via the Planning Portal.

We have reviewed the Council's Local Validation Requirements and consider that the above documents provide sufficient information to determine the application.



We look forward to receiving notification that the application has been registered and we would be happy to assist the Council in any way during the determination process.

Yours sincerely



Laurel Nyberg
Planner

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Boyer