

7th January 2020

Sir or Madam,

Application for Fascia Sign at 2 Percy Street, London, W1T 1DD

Please note that this application is being submitted in parallel with a full planning and listed building application at 2 Percy Street (Planning Portal reference: PP-08265524). For clarity, the heritage statement prepared for the planning and listed building application is also submitted with this application for a new fascia sign. Page 18 of the heritage statement states that:

The proposed signage on the front elevation is considered to have a neutral impact on the heritage asset; the fascia is appropriately scaled and stylistically minimal and as such preserves the architectural character of the designated heritage asset. It is considered to have a neutral impact on the character and appearance of the conservation area, as the scale and positioning of the fascia is in keeping with the adjacent buildings which form a group with No.2 and the terrace as a whole.

We trust this information is helpful in demonstrating that these proposals are appropriate.

Yours faithfully,

Jon Moxon
(Agent)