

Our Ref: 22231/MM
Your Ref:
Email: mmills@firstplan.co.uk
Date: 06 June 2022

Chief Planning Officer,
Camden Council,
5 Pancras Square,
London,
N1C 4AG.

Dear Sir/Madam,

ADVERTISEMENT APPLICATION FOR THE DISPLAY OF NEW SIGNAGE AT 74 NEW OXFORD STREET (FORMER ITSU)

We are instructed by our client, Deliveroo HOP Ltd to submit the enclosed advertisement application for the display of new signage at the above site.

The unit will operate as a principally customer facing 'Deliveroo HOP' site in which customers can walk in off the street and order and/or collect their grocery shopping, making it a convenient facility for shoppers, office workers, visitors and residents in this busy part of Central London.

The planning application has been submitted via the planning portal. The following documents are submitted in support of this application:

- Completed Advertisement Application Forms;
- The following plans:
 - Site location (red line plan)
 - Existing elevations – drawing no. 200-03-00
 - Proposed elevations – drawing no. 200-03-00-DD

The requisite application fee of £134.00 has been paid via Planning Portal, together with the £32.20 admin fee.

Planning Assessment

The application site comprises a retail unit situated on the ground floor of Isis House previously occupied by Itsu.

The following photo shows the previous signage that was displayed on the application site:-



This application proposes to replace the previous signage with new branding to allow Deliveroo HOP to operate from the unit. The application proposes the following signs as shown on drawing no. 200-03-00-DD:-

- One internally illuminated “Deliveroo HOP” sign above the entrance to the unit;
- Two non-illuminated “Deliveroo HOP” signs (one on the New Oxford Street elevation and one on the Dycott Street elevation);
- A projecting “Deliveroo Hop” sign on the New Oxford Street frontage (to replace the previous Itsu sign).

On the basis that the principle of signage has already been established in the same locations as proposed within this application, it is considered that the proposed scheme is acceptable.

We therefore trust that you have sufficient information in order to validate the application. However, should you have any queries and/or require further information then please do not hesitate to contact me.

Yours Faithfully,

MIKE MILLS
Director

Enc.