

Advertising consent planning application re All Good Convenience Store, 7A Great Queen Street, Camden, London, WC2B 5DG - Design & Access Statement -

This is an application for permission to display an illuminated fascia sign for a newly refurbished retail convenience store. We understand that nearby commercial premises have illuminated fascia of similar design.

The premises are sited within a couple of hundred metres of Holborn underground station entrance and therefore the illuminated signage is important to assist in attracting customers wishing refreshment who may be either entering or leaving the station as well as pedestrian traffic passing by.

The signage lettering is small and modest, as is the projecting sign with subdued levels of illumination. The lettering are the only areas illuminated on the signage and is a static display and therefore unlikely to affect road users.

End