

# INSTALLATION OF NEW FASCIA & PROJECTING SIGNAGE

65 Tottenham Court Road, London

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The Advertisement Consent refers to the following:

- Camden Planning Guidance: Advertisements and Signs
- Camden Planning Guidance: Conservation Areas
- London Borough of Camden Replacement Unitary Development Plan

## INTRODUCTION

Holland & Barrett intend to make an application to install new fascia and projecting signs to the building which is located within the Tottenham Court Road Conservation Area.



Existing Signage Zone



Proposed Holland & Barrett Signage

Holland & Barrett have considered the local area in their signage proposal and have been guided by neighbouring retailers in order to integrate with the character of the Conservation Area.

### **SUMMARY**

- The Holland & Barrett design serves to preserve & enhance the character of the area in accordance with the Camden Planning Guidance.