

14 December 2009
8890 C01 003

Development Control Planning Services
London Borough of Camden
Town Hall
Argyle Street
London

Dear Sir / Madam,

**Southampton Row – Proposed Retail Units Tenants Signage and Advertisement Signage.
Application for Consent to Display an Advertisement and Application for Listed Building Consent. Planning Portal Nos. 00915509 and 00911811**

Please find attached documentation relating to the above application. The submission corresponds with the previously issued 'Sicilian Avenue Signage Strategy', which develops a 'Sicilian Avenue' brand. (Previous Planning Application references: 2008/4735/P and 2008/4834/L). The Southampton Row and Sicilian Avenue signage will work together to reinforce the branding to both areas. The advertisements will match the shop signage to maintain a consistent level of aesthetic quality across the site.

Also enclosed is the following information in support of our application:

- 1/. Completed form for 'Application for Consent to Display an Advertisement' and 'Application for Listed Building Consent' of hanging signs to each shop units 25 – 35 Southampton Row.
- 2/. List of Documentation and Drawings that are to be read in conjunction with Applications stated above, is attached to this letter.
- 4/. Cheque in the amount of £95.00 made payable to 'The London Borough of Camden', is attached to this letter.
(We look forward to receiving receipt for this amount).

Whilst a hard copy of this letter will be posted to you, it will also be forwarded to you electronically via the Planning Portal together with the documentation and drawings listed attached to our letter.

Should you require additional information or clarification that may be required in support of our application, please contact the writer who will be more than willing to accommodate as necessary.

Yours sincerely

Sophie Taylor
For and on behalf of Tate and Hindle Design Limited

Enclosures: See attached list.

Copy: Martin Wright – Holborn Links
Tom Hodson – Academy Consulting

List of Documentation and Drawings that is to be read in conjunction with and included within Planning Portal application:

8890(03)002_00	Site layout existing plan
8890(03)020_02	Location plan with outline in red and other land surrounding in Holborn Links ownership
8890(05)020_00	Existing and Proposed Elevations
8890_L01_002_00	Tenant Signage Guide
M-34408-1B	Sign 2000 detail drawing
Confirmation of tenant consultation – a letter from Managing Agents, GVA Grimley.	