

Regeneration and Planning  
Development Management  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 8ND

15 September 2015

Our Ref: 12/2507

Dear Sir/Madam,

**21 Swain's Lane N6 6QX**  
**The installation of an externally illuminated fascia sign**

We write on behalf of our client, Gail's Ltd, please find enclosed a Full Planning Application in respect of the ground floor of the above unit. The proposals are as follows:

- The installation of an externally illuminated fascia sign.

**Design and Access**

The proposals consist of a minor alteration to the previously permitted advertisements at the site (Application Reference: 2015/3340/A).

The new fascia will be the same size as the permitted advertisement under the above consent however the wording is proposed to now read "Bakery" in lettering of 412mm with "Gail's" written underneath in smaller 80mm lettering. The fascia will be identical in style to that permitted however it is proposed that the signage will be externally lit via 3 no. copper 'swan neck' lights. These copper additions will add a high quality element to the lighting solution and have a positive impact on the shopfront overall.

The proposed signage is of high quality and traditional in style. The proposals have been carefully designed and will be in accordance with the Development Policies (2010) **Policy DP24** Securing High Quality Design, **DP26** Managing the Impact of Development on Occupiers and Neighbours and **DP30** Shopfronts and **CPG1** Design.

Overall, the new signage will improve the appearance of the unit and enhance the relationship between the ground floor and the upper floors. It will enhance the appearance of the conservation area and fully comply with the Council's policies. The proposals will not alter access to the site.

**Directors**  
Helen Cuthbert | Stuart Slatter | Claire Temple  
**Associate Director**  
Alastair Close

**Consultants**  
Caroline Dawson | Dan Templeton  
**Associates**  
Rob Scadding | Katie Turvey | Heather Vickers | Alan Williams | Nick Willock

The following documents are enclosed in support of this application:

- Completed application form and Certificate B;
- Plans as follows:
  - Location Plan – ref. 1509 – 0000
  - GA Ground Floor Plan: Existing – ref. 15009-0100
  - GA Front Elevation: Existing – ref. 15009-0300
  - GA Plan: Proposed – ref. 15009-1100 Rev 00
  - GA Front Elevation & Section: Proposed – ref.15009-1301 REV 02

The required fee of £110 to process the application has been paid by credit card following submission of the applications through the planning portal. I trust this is sufficient to validate the application but please let me know if you require any further information. I look forward to hearing from you.

Yours sincerely



Niall Hanrahan MRTPI

Planner

**Planning Potential**

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