

Our ref. 1719-4.1-set-twimc2
27 NOVEMBER 2015

LONDON BOROUGH OF CAMDEN
2ND FLOOR 5 PANCRAS SQUARE
C/O TOWN HALL, JUDD STREET
LONDON
WC1H 9JE
FAO: NEW APPLICATIONS

Dear Sir/Madam

**RE: NORTH SEA FISH, 7-8 LEIGH STREET, CAMDEN, LONDON, WC1H 9EW
REPLACEMENT SIGNAGE**

Please find attached our application for Consent to Display Advertisement:

- The completed application form.
- Covering Letter 1719.4.1-set-twimc2
- Drawing 1719.P01 Existing Plan and Elevation. Including Existing Photo and 1:500 Block Plan.
- Drawing 1719.P02 Proposed Plan and Elevation (Awnings Up). Including 1:1250 Location Plan.
- Drawing 1719.P03 Proposed Plan and Elevation (Awnings Down). Including Sections.

I trust that the drawings are clear, however the application is very simply to replace the existing poor modern signage following the implementation of the new shopfront. The new signage is all in a traditional style and comprises new painted fascia's with individual applied lettering, swing sign, signwriting to the fanlights and lettering to the edge of the new fabric awnings.

The swing sign is illuminated by two discreet trough lights and replaces an inappropriate internally illuminated box sign.

The replacement fascia sign uses warm white LED tape concealed within the overhang of the fascia to allow the removal of the existing trough lights.

The shopfront alterations will be dealt with by separate application.

I trust that all in is order but any queries please do not hesitate to call me.

Yours faithfully



STUART E. TRETT
Director