Development Management

Camden Town Hall Extension

Argyle Street

London

WC1H 8EQ

Dear Sir / Madam

wagamama, 123 kingsway, london, wc2B 6pp

Please find enclosed an application for consent to display advertisements at our client’s unit at 123 Kingsway, London.

The proposed internally illuminated advertisements would replace an existing fascia sign above the unit’s entrance from Kingsway and an existing projecting sign on the face of the building.

The proposed fascia sign is in a slightly larger script that the existing and closely resembles, in location and relationship to the modern shop front, that recently approved for the adjacent Scribbler unit on the opposite side of the entrance to 121 Kingsway, (Council ref: 2013/6738/A).

The replacement fascia sign comprising individual aluminium letters will be mounted to the shop front via two horizontal aluminium runner bars and will not obscure any architectural features of the host building.

The replacement projecting sign is a direct copy of the existing but for a small illuminated upstand around three of its leading edges.

Both signs will conform to advice in Paragraphs 8.12 and 8.14 of Camden’s Design Guidance for Advertisements, Signs and Hoardings in that they are considered sympathetic to the design of the building on which they are proposed to be located and only the individual letters are illuminated rather than the whole fascia, or projecting sign.

The application is accompanied by:

* The completed application forms;
* Site location plan;
* Photographs of the existing and proposed advertisement signs;
* Drawings of the proposed signs.

The application fee of £110 has been paid electronically via the Planning Portal.

We trust you have all the necessary drawings to validate and register the application but should you require further information no doubt you will contact us.

Yours faithfully

**Bidwells LLP**

**Enclosures**