



Planning Services
London Borough of Camden
5 Pancras Square
London N1C 4AG

29/01/18

Dear Sir/Madam

RE: 17 Little Russell Street, London, WC1A 2HL Retrospective Planning Application for advertising consent.

I am director of BOW WOW London Limited and write with regards to the above planning application.

In order to validate the application, the following documentation has been submitted via the Planning Portal:

- Application Form
- Site Location Plan
- Signage drawings with dimensions
- Photograph of location with signage in place.

My understanding is that the building is not listed. I have merely replaced like for like. There was a fascia sign and projecting sign in place prior to our arrival.

When we took over the lease, the building was in a dreadful state of repair both externally and internally. We have gone to great expense to bring the building back to life. I am very proud of the way it looks. We often get locals passing by, popping in and telling us how incredibly impressed they are by how beautifully we have restored the premises.

I have been made aware by the council that the signage is too large. We are a small company and I hope this is taken into consideration. I have no legal argument, but what I will say is that I cannot possibly see how it can be argued that our signage in any way spoils the building or the surrounding conservation area. I can only hope that common sense prevails here and that the council are able to recognise how fantastic our little shop looks and how we have brought some relevance to the street.

I very much hope that the enclosed information is sufficient to validate this application. Should you require any further information, please do not hesitate to contact me.

Yours faithfully

Jason Maddocks