Planning Services

London Borough of Camden

5 Pancras Square

London

N1C 4AG By Planning Portal only

Dear Sir/ Madam

**WAGAMAMA, 11 JAMESTOWN ROAD, CAMDEN TOWN, LONDON NW1 7BW.**

Please find enclosed an Advertisement Consent application, submitted on behalf of our client, Wagamama, for an internally illuminated sign above an entrance to its restaurant on Jamestown Road, Camden Town.

Our client’s restaurant is located in part of the Glass Buildings and its main frontage to Jamestown Road with a return frontage to Arlington Road. The main entrance to the restaurant is situated on the corner of these two roads but in February 2019 planning permission was granted, under Council Ref: 2018/6129/P, for the installation of a door within the building’s curved bay frontage to Jamestown Road.

The enclosed application is for an internally illuminated fascia sign above this new door, which gives access to the associated internal lobby. The sign will be located on one of the curved bay sections of the existing fascia panel that runs along the whole length of The Glass Building and will following the distinctive curved elevation of the building.

With the restaurant’s long frontage to Jamestown Road, the proposed fascia sign will help signal and identify the new entrance to the restaurant, when approaching particularly from Camden High Street to the north east.

The application is accompanied by the requisite forms, drawings and a visual image of how the sign would appear.

The application fee of £132 has been paid electronically via the Planning Portal.

I trust you have all the relevant drawings etc to validate and register the application.

Yours faithfully,

Bidwells LLP

**Enclosures**