

Our ref: hk/O/GDK/Holborn/ADV/14.07.21

14 July, 2021

Planning – Development Control
London Borough of Camden 2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London
WC1H 9JE

Dear Sir/Madam,

**Externally illuminated fascia and projecting sign at Unit 1, One Southampton Row,
Holborn, London WC1B 5HA**

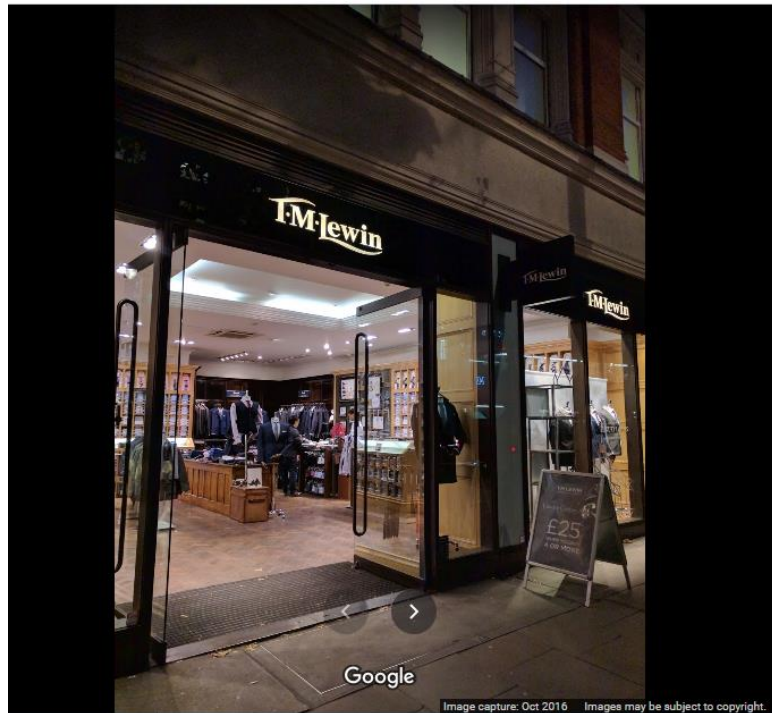
Design and Heritage

Please find enclosed an application for new signage on behalf of Angle Food Ltd.

The subject proposal is for a modest for the fascia sign comprises individually located lettering on a replacement slimline non illuminated flush fascia band with a slim LED trough light directly above the width of the lettering. There will be only a single sign above the entrance door of this double fronted unit.

The projecting sign is also a slimline traditional style sign with external illumination. The proposed signs do not impact on the amenity of the Bloomsbury Conservation Area or on highways safety.

As you can see from the images below the proposed signage is an improvement on the previous internally illuminated signage which included a projecting box sign at this site.



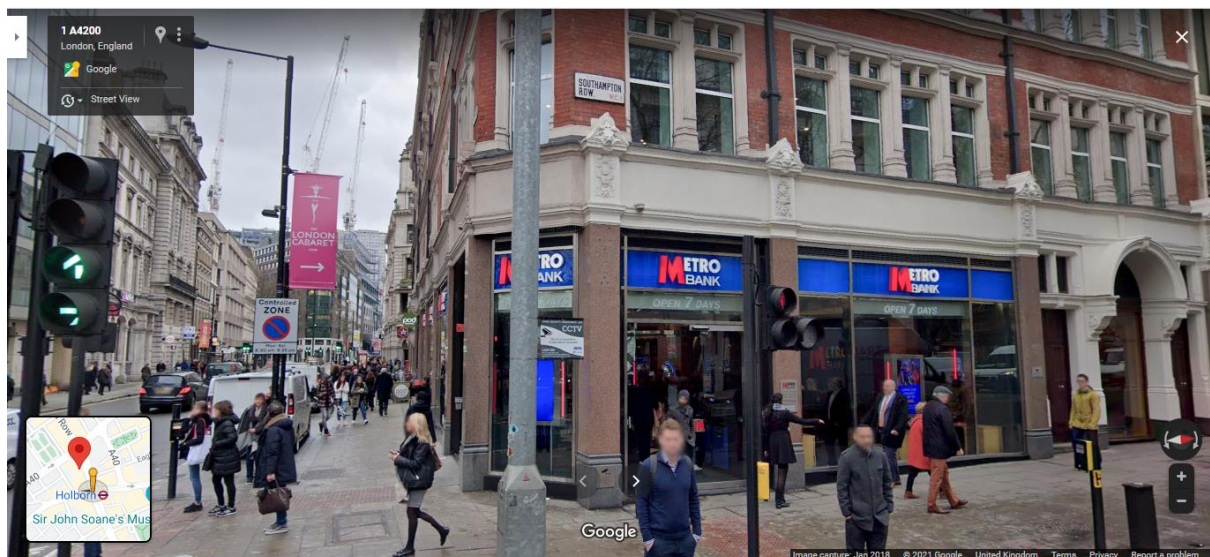
Existing internally illuminated signage



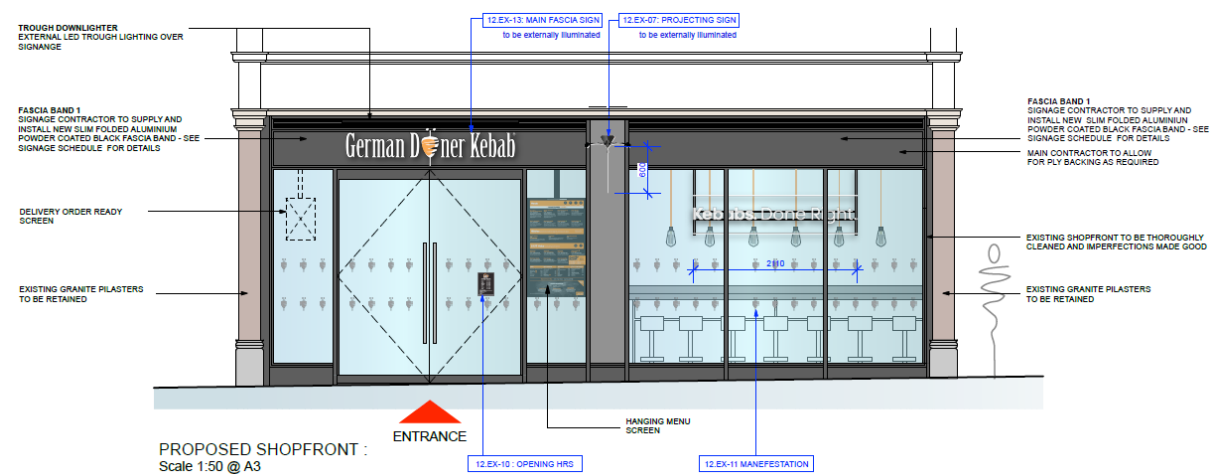
Existing internally illuminated signage



Existing illuminated projecting box signage on Southampton Row



Existing illuminated fascia signage on Southampton Row



Proposed externally illuminated signage

The proposed sign are a positive enhancement in the conservation area and we commend this application for your approval.

If you have any queries relating to this application please do not hesitate to contact these offices in the first instance.

Yours sincerely,

HARIS KASUJI BA MA MRTPI