

Our Ref. 2022-486

30th March 2022

Camden Council
via Planning Portal



Dear Sir/Madam

Unit 2, 75 High Holborn, London WC1V 6LS

Application for Advertisement Consent: Installation of 1 No. internally illuminated projecting sign; 1 No. externally illuminated fascia sign; 1 No. window vinyl sign

On behalf of our client, Whizzo Rider Limited (Trading As 'Inokim'), we submit this application for advertisement consent in relation to their property at Unit 2, 75 High Holborn.

The application comprises the following:

- Completed Application Forms
- Site Location Plan (Drawing No. CPS01)
- Proposed Signage Plan (Drawing No. CPS02)
- Application fee of £132

Background

The application site is located on the ground floor of Unit 2, 75 High Holborn. The property is a vacant retail unit, which 'Whizzo Rider' has taken a lease of and will shortly commence trade of electric scooters and accessories (a Class E use).

The property is currently devoid of any signage, although in the past it has accommodated signage (when it was occupied by 'Flight Centre' travel agency - as illustrated below).



Flight Centre (Feb 2018)



Current State of Shopfront

The above image illustrates that the Flight Centre signage comprised a bold fascia sign, together with projecting sign and window posters. These were similar to those

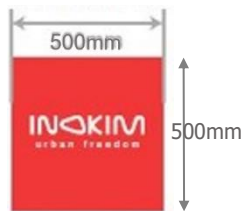
proposed in this application (as described below)

Proposed Signage

1no. Projecting Sign

This application proposes the introduction of a projecting box sign, in the location where 'Flight Centre' previously had a similar projecting sign. The proposed sign is simple, with an internally illuminated red background and white text. The dimensions of the proposed sign, which are illustrated in Drawing No. CPS02, are:

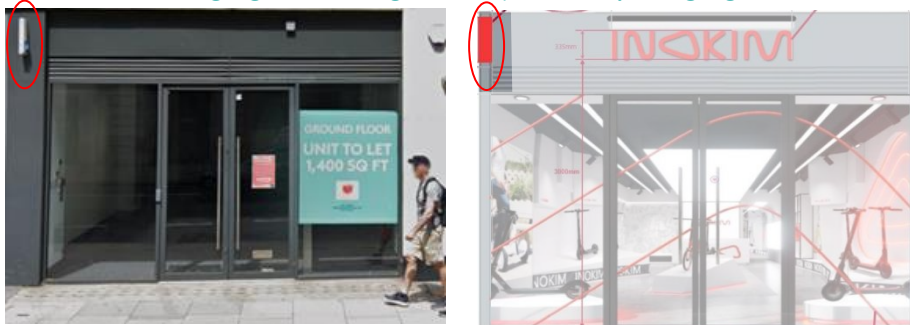
Proposed Sign



- Width/Projection: 0.5 m
- Height: 0.5 m
- Depth: 0.15 m
- Distance from Ground (to bottom of sign): 2.95 m
- Max Height of Lettering/Symbols: 6 cm
- Illumination: Up to 500 candelas per m2 (Static)

The sign will utilise an existing light box/projecting sign fixing on the building, which was last used by 'Flight Centre', as illustrated below:

Location of Existing Light Box Fixing and Proposed Projecting Sign



1 no. Fascia Sign

The proposal includes 1no. externally illuminated fascia sign. The sign would comprise red Perspex lettering (in the form of 'Inokim') on a grey fascia board. The lettering would be 0.335 m high and (collectively) 2 m wide. It would be located 3 metres above the ground and project approximately 3 cm from the fascia board. The sign would be simple, elegant, and legible.

The lettering would be illuminated externally by a light bar fixed above the lettering (with a maximum illuminance of 500 cd/m2).

1no. Window Vinyl Sign

The proposal includes 1no. vinyl window sign, fixed across the 4 glass panes in the shopfront (split by the door frame). The graphics would comprise red curved lines, each approximately 4 cm in width, reflecting the curvilinear form of the fascia lettering

font.

Location of Proposed Vinyl Graphics



This area of the shopfront has previously accommodated posters and other material used by 'Flight Centre', as illustrated in the image above.

Conclusion

The application proposes modestly sized signage with simple images, logo, and graphics. The signage is appropriate for the nature of the proposed use, and the context of the site in a retail frontage. The signage is similar to that used in adjoining properties, and the former 'Flight Centre' signage (that previously adorned the property).

The NPPF states that, "*Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*" The proposal does not adversely affect amenity or public safety and the proposals lay safely within the range of already acceptable advertisement characteristics.

Accordingly, the proposed signage should be considered acceptable, and advertisement consent should be approved.

Yours sincerely

Justin Mills

Director

07795 324 649

justin@contourplanning.com