

Proposed Fascia Sign and Projecting Sign

Site Address:

21 Park Road, London, N8 8TE

1. Introduction

This statement has been prepared in support of an Advertisement Consent application for the installation of new shopfront signage at **21 Park Road, London, N8 8TE**.

The proposal aims to improve the visibility and appearance of the commercial premises while respecting the character of the surrounding area.

2. Proposed Advertisement

The proposal comprises:

- Installation of one new fascia sign.
- Installation of one new projecting sign.
- Installation of external LED trough lights to illuminate the fascia sign.

The proposed advertisements are shown on the submitted drawings. No internally illuminated signage is proposed.

3. Design

The proposed fascia sign and projecting sign have been designed to complement the scale and proportions of the existing commercial frontage.

The fascia sign will be illuminated by discreet external LED trough lights positioned above the sign.

The proposed signage is modest in scale and has been designed to preserve the character and appearance of the Conservation Area. The proposal will not adversely affect visual amenity or highway safety.

4. Conclusion

The proposed advertisements represent a high-quality improvement to the existing shopfront and are appropriate in terms of scale, design and appearance.

The proposal is considered to preserve the character of the Conservation Area while improving the visual appearance of the commercial premises.

Advertisement Consent is therefore respectfully requested.