

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/1635/A	Highgate Conservation Area Advisory Committee	11/07/2024 17:28:58	OBJ	<p>Highgate CAAC commented on linked application 2024/1631/L on the 31st May 2024, objecting to the illuminated sign in the window, as these have always been discouraged in Highgate Village.</p> <p>Now this Advertising Consent application has been made (Registered 01-07-2024) and our objection to 2024/1631/L has been appended to it and can no longer be seen on the page for 2024/1631/L.</p> <p>We are not certain whether there is any difference between these proposals and those we commented on in May 2024.</p> <p>As we said then:</p> <p>"Highgate Conservation Area Advisory Committee objects to this application. As far as we understand it, "back lit lettering" is the same as an internal illuminated sign. Internally illuminated shop signs have been consistently resisted in Highgate Village, as documented in the Planning Inspector's report dismissing the appeal against the refusal of similar proposals next door at 35 Highgate High Street, London N6 5JT. See "3219949 &amp; 3219945 Final Decisions.pdf" for Appeals Case APP/X5210/Y/19/3219949.</p> <p>We believe the same considerations should be taken into account in this case."</p> <p>We continue to believe that the same considerations should be taken into account as in the earlier appeals case mentioned above.</p>

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