

Dear Tania.

Re Planning Application 2025/1131/A 31 Tottenham Street London W1T 4RR

With regard to the new plans (255-005B), we have the following comments.

We think it is unfortunate for the existing shopfront to be changed so drastically as it is a good example of a traditional style in our conservation area. We would prefer the design to show more sympathy to the original character by not being so high and so deep.

However, if consideration is being given to the new plans, we have the following comments:

Fascia height and depth:

- We welcome the lowering of the height in the revised plans to be in line with 33 Tottenham Street (one full brick course lower than our window).
- However, the drawings do not show the flashing on the wall above the fascia: for visual continuity, the flashing should be in line with 33 Tottenham St, not the fascia itself.

Linear wall light:

- No depth is shown on the plan for the 'Linear Wall Light' though this will protrude further than the 210mm fascia.
- We would like the details of the depth of the light, including details of the flashing, to be submitted with the application and also details of the level of luminance.

Projecting sign logo:

- The description denotes 'white lettering and frame on a black background' whereas the drawing shows the opposite: black lettering, white background. This makes a significant difference as the amount of white will determine the amount of light emitted and should be clarified.
- No indication of the brightness of the light has been specified and we think details of this should be submitted. Modern LED lighting can be immensely powerful; the neighbouring property at 29 Tottenham Street has a relatively new backlit projecting sign that lights up the entire street.
- Light from the projecting logo will shine directly up into our living space, adversely affecting our amenity.
- We think linear downlighting on the projecting logo would be less intrusive than backlit or even spot lighting.

- We would like the luminance of any lighting to be submitted with the application and any approval made conditional upon an acceptable level.

Many thanks for giving our comments your consideration.

Best regards,
Gregory Arnott & Lisa Waughman
31A Tottenham Street, W1T 4RR