

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2015/4024/A	Ray Grech	Flat 3 135a Gray's Inn Road London	09/10/2015 15:07:28	OBJ	<p>Dear Mr Dawson,</p> <p>I object on the grounds that the Fascia signage should be redesigned with (1) a reduced overall projection from the face of the building, (2) blend more with neighboring signage lettering on Gray's Inn road, (3) lower illuminate levels, and (4) higher quality materials and design of construction.</p> <p>A few observations with the application: Section 8 - Sign is in place and the proposal is not to remove and replace (it says it does) and the advertisement does projects over a footpath. Section 10 – The applicant does not own the land. The building is under a court order under section 24 of Landlord & Tenant Act 1954 (case ref: LON100AG/LAM/2013/0011). Section 11 – The projection from the face of the building is not 20cm, it is approx. 70-75cm. Section 12 – The site can be seen from the public footpath in full view.</p> <p>(1) The design of the fascia signs overall projection from the face of the building is 70-75cm, not 20cm as stated in the application. The design should be improved for better visually amenity and less bulk from street level with a total projection suggestion of around 20cm from the front of the building.</p> <p>(2) I feel the scale of the naming design is too large, too long harming the immediate and neighbouring visual amenity and does not represent the name of the company operating from the premises. The shop front is overly saturated with advertising of products it sells on the canopy edges and windows and again makes this visually unpleasing from street level. I ask that more consideration to the Outdoor advertisements and signs should be taken into account Class 2(B).</p> <p>(3) The intensity of illumination levels are too bright in addition to a shop front that is already lit up at night with florescent lighting running along the outside and ask that these have a restriction put on the illuminate levels to blend in more with its surroundings and kindly ask for a restriction on when they are to be switch off as the shop often stays open beyond midnight.</p> <p>(4) The quality of materials used is very poor, as is the design of its construction. The design of the fascia sign was built over an existing frame. There is exposed electrical wires hanging out from the top of the aluminium box using different colour materials and expanding foam used to fills gaps on the top of the construction.</p> <p>For the avoidance of doubt I realize that every business needs to advertise and attract customers to their shops. But where alterations to signage is being made it should improve the overall visual amenity, improve the overall attractiveness of design in the neighbourhood I am so fond of, as well as ensuring the safety of pedestrians with poor workmanship.</p> <p>Please feel free to contact with me should you have any questions and thank you in advance for your time and considering my reasons for objecting to the current design as it is today.</p>