

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2016/2324/P	Iain Dewar	32A Albert Street London NW1 7NU	08/06/2016 09:47:24	OBJ	<p>The signage should not be illuminated. It would not be in keeping with the character of Delancey Street which is very different to that of Camden High Street. This is even truer of Arlington road.</p> <p>Not all guitar stores have illuminated signage so it is not essential for brand recognition.</p> <p>The blacked out windows will be ugly and will detract from what little architectural merit this building has.</p> <p>The windows in Delancy Street are opposite other business premises. They should be used for display purposes in order to bring much needed interest to the façade and to that stretch of the street. The windows in Arlington Road are opposite residential houses and should be frosted glass so as to be as unobtrusive as possible.</p>
