

[REDACTED]

From: Stephen Heath [REDACTED]
Sent: 20 September 2017 09:47
To: [REDACTED]
Cc: [REDACTED]
Subject: APPLICATION FOR PLANNING PERMISSION 2017/5067/A - UNIT 2, 1 BEDFORD AVE

Tony,

Thank you. Our only comment on this proposed signage is not, I believe, a material consideration. It is to do with maintaining the architectural integrity of the host building.

Other signage proposals for the building have been relatively discreet with halo backlighting or no lighting. Hema's illuminated lettering appears too strident and, at night, could detract from the lit artwork commissioned by the Council for the Bedford Avenue elevation of the building when viewed from Tottenham Court Road. It is an aesthetic judgement and, unless you argue 'amenity' is probably not sufficient a reason for refusal but certainly a good enough reason to have a chat with the applicant and ask if they would be willing to amend the proposal to halo lighting as Ole & Steen have done on Unit 4. They probably don't know about the artwork anyway.

For the same reason, we suggest you talk to your colleagues (Sam Monck) and get the Council's garish banner advertisement on the lamp column outside Unit 4 removed.

Why are we worrying? Well, see the YouTube video that was prepared for Council Members in 2010: *'Tottenham Court Road: Great Street or Great Embarrassment?'*. It is available at this link: <http://www.youtube.com/watch?v=DesqbmDcyZ4>

Regards,

Stephen Heath
Bloomsbury Association