

**From:** London TCR

**Sent:** 30 January 2019 12:09

**To:** Young, Tony

**Subject:** RE: Advertisement application - 2018/6160/A - Butler House, 177-178 Tottenham Court Road

1. Luminance levels – the previous approval, confirmed the signs to have luminance levels of 350 cd/m. Please confirm the luminance levels for the proposed replacement signs as currently they are shown as 0 cd/m on the application form (which would mean non-illuminated)? **CONFIRMED**
2. Method of illumination – you've confirmed that the signs will be internally illuminated. Please confirm that it is only the white lettering and logo that will be internally illuminated (and not the whole red background)? It's necessary to have this confirmed as the Council would not approve fully illuminated signs within a conservation area. **CONFIRMED**
3. Position of projecting sign – I understood from our telephone conversation that you intended moving the projecting sign to the other side of the shopfront. The drawings don't show an altered position. I may have misunderstood and will assess the proposals as shown on the drawings, but if you do wish to move the projecting sign, then please amend the drawings to show this and forward them to me. **FLAG WILL STAY TO THE LEFT AS BEFORE**

With best wishes

Helen Palao

LondonTCR - Calligaris