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**From:** Joshua Simons [REDACTED]  
**Sent:** 16 April 2020 14:58  
**To:** Dempsey, Matthew  
**Subject:** Re: \*\*PLA-ADV-CON-FUSHAN\*\* Re: 44 New Oxford Street - Advert

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Dear Matt,

Further to my previous email dated 26 March I am able to confirm that the 500cd/m is acceptable as a luminance level.

Yours truly

[REDACTED]  
**Joshua Simons**  
**Principal Licensing Agent**  
**Joshua Simons & Associates Ltd**



✉ Address: Imperial Place, 4 Maxwell Road, Borehamwood, Hertfordshire, WD6 1JN.

Registered in England & Wales under company number: 8030680.

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**From:** Joshua Simons [REDACTED]  
**Sent:** 26 March 2020 19:27  
**To:** Dempsey, Matthew <[Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)>  
**Subject:** \*\*PLA-ADV-CON-FUSHAN\*\* Re: 44 New Oxford Street - Advert

Dear Matt,

I note receipt of your correspondence. With reference to the proposal I would be grateful if you could provide any relevant comments on our clients application prior to the end of the statutory 8 week period so that we have the opportunity to assess and where possible make relevant amendments.

I note that the proposal looks broadly acceptable, with the exception of the proposed illumination level. It appears the suggested 5000cd/m is an error however I need to liaise with my clients signage and lighting consultant and shall revert back to you on a luminance level of no more than 500cd/m.

Yours truly

[REDACTED]  
**Joshua Simons**  
**Principal Licensing Agent**  
**Joshua Simons & Associates Ltd**

Email: [REDACTED]

Address: Imperial Place, 4 Maxwell Road, Borehamwood, Hertfordshire, WD6 1JN.

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**From:** Dempsey, Matthew <[Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)>

**Sent:** 26 March 2020 11:59

**To:** Joshua Simons <[REDACTED]>

**Subject:** 44 New Oxford Street - Advert

Dear Joshua,

Thank you for your application for advertisement consent at:

Fushan Restaurant  
44 New Oxford Street  
London  
WC1A 1ES

“Display of 2 x externally illuminated fascia signs and 2 x externally illuminated projecting signs.”

I have registered the application today ref: **2020/1050/A**.

I think the proposal looks broadly acceptable, however I think the illumination level proposed is too high, you have suggested 5000cd/m whereas we would normally expect no greater than 500cd/m. I would be grateful if you would consider adjusting this?

I will be in touch again once I have spoken to colleagues.

Any queries, please let me know? Thank you

Kind regards,  
Matt

Matthew Dempsey  
Planning Technician  
High Speed 2  
Supporting Communities  
London Borough of Camden

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