

# CONSULTATION SUMMARY

## Case reference number(s)

2021/0296/A & 2021/1148/L

## Case Officer:

Tony Young

## Application Address:

204-208 Tottenham Court Road  
London  
W1T 7PL

## Proposal(s)

Alterations in connection with the display of 2 externally illuminated (trough-lit) projecting signs and 5 internally illuminated signs displayed inside the premises behind shopfront glazing (all replacing similar existing signs).

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	2	No. of objections	1
					No of comments	1
					No of support	0

## Summary of representations

An initial consultation response was received from the **Bloomsbury Conservation Area Advisory Committee** to the proposal, as follows:

1. It is normal practice to refuse internal illumination in favour of no or externally lit signage in the Bloomsbury CA, and especially with regard to listed buildings. We would encourage the developer to come back with an externally lit equivalent.

A subsequent consultation response was received from the **Bloomsbury Conservation Area Advisory Committee** following the submission of revised drawings by the applicant, as follows:

1. Thank you for letting me know about this and ensuring the projecting signs will now be externally illuminated. That would be fine with us. We don't have any need of objection if the projecting signs are to be externally illuminated as you say.

**Officer response:**

The officer notes the CAAC responses and acceptance of the proposals following the submission of revised drawings by the applicant which confirm amended proposals for 2 externally illuminated projecting signs (which re-use existing trough lights).

**Recommendation:- Grant Full Advertisement and Listed Building Consents**