

CONSULTATION SUMMARY

Case reference number:

2021/5600/A

Case Officer:

Tony Young

Application Address:

90 High Holborn
London
WC1V 6LJ

Proposal:

Display of internally illuminated (lettering and logo only) fascia and projecting blade signs.

Representations

Consultations:	No. notified	0	No. of responses	1	No. of objections	0
					No of comments	1
					No of support	0

Summary of representations

An initial consultation response was received from the **Bloomsbury Conservation Area Advisory Committee** on 07/06/2022 objecting to the proposal, as follows:

1. *“BCAAC would like to object to the internal illumination of this sign. If the applicant changed it to be externally illuminated we would have no objection.”*

Officer response:

1. Given the concern expressed, the applicant confirmed that only the lettering/logo would be illuminated on both the fascia and projecting signs (the background of the signage remaining non-illuminated) and that the signage would have low luminance levels (no higher than 430cd/m²).

The **Bloomsbury Conservation Area Advisory Committee** were made aware of this and provided a further consultation response on 22/02/2022, as follows:

2. *“Yes we will remove our objection as you have ensured its just the*

lettering and not too bright and it is a very busy setting after all. Just to let you know as a general principle we object to internal illumination as we are trying to enhance conservation areas, not just to preserve them. On occasion applications for these escape our notice which is regrettable.”

Officer response:

2. Following the confirmation of the above from the applicant and response from the Bloomsbury CAAC, the proposals are considered to be acceptable.

Recommendation:- Grant Advertisement Consent