

From: Smith Gary (UMDASCH)

Sent: 18 January 2022 11:34

To: Tony Young

Cc: Smart Michael (UMDASCH)

Subject: RE: Planning & advertisement applications - 2021/5600/P - 90 High Holborn

Hi Tony

Please see responses below

1, The projecting sign is in line with all other neighboring properties, we had to go at this height due to sight lines from the other projecting signs on the other premises. Could this be approved?

2. the vinyl signs are all internally applied

3. The Luminance level for the sign is 430 cd/m²

Many Thanks for all your help with this

Gary Smith

Project Manager