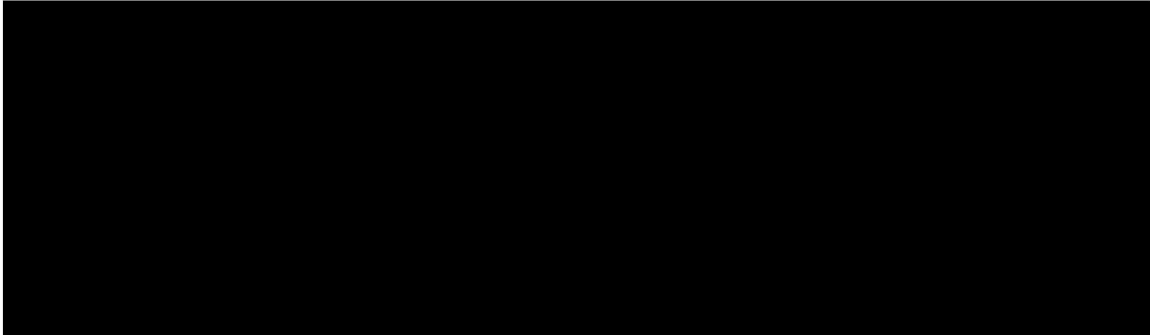


Rafi Miah



Dear Matthew,

The Bloomsbury CAAC objects to this application for advertisement consent on amenity grounds.

The host building is well-designed, of historic and architectural interest, and was recently redeveloped to a high standard. The existing elevations are not designed as shopfronts and as such lack any proper fascia boards or projecting signs. Appropriate signage set behind the glass would be considered appropriate if of acceptable design.

It is difficult to tell from the drawings what exactly is proposed, but a common-sense interpretation is that a large vinyl 'sticker' is proposed to be installed across the fine glass facade. This should not be accepted. Signage of an appropriate material, externally or internally lit, would be considered appropriate within the building envelope. Internal illumination, if designed appropriately and of an acceptable luminance, would be considered acceptable given the modern design of this facade. It is not understood why two separate signs are necessary for one business (i.e. the high level and low level signs on each elevation). Given the minimal design of the host building, one fascia-level sign should be adequate.

I hope that is helpful.

Owen Ward



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bloomsburyconservation.org.uk