

Dear Sirs

Please reject this massive inappropriate building scheme. The tower that is part of the plan is excessively tall and massive and it will dwarf and spoil the aesthetics and culture of local listed buildings. These include St George's Church, Bedford Square and the UK's iconic British Museum, which is so beloved by thousands of American tourists and visited by them each year. The conservation areas of Covent Garden, Bloombury and Soho will also suffer from its 74 metre height. And, furthermore, approval of the plan could set a dangerous precedent for even more humongous and out of character buildings in the neighbourhood.

While there is a consensus that the existing Travelodge Tower needs improvement and renovation, there are many other alternatives that are sensitive to the scale and architecture of the area, and which are also much more environmentally sensitive, involving considerably less potential carbon emissions.

Additionally the project being considered will provide little housing which is in great demand in the area, and what accomodation is provided in the plan is dark with the prospect that residents will have to keep electric lighting on all day, adding to their household expenses.

Sincerely

Jane Monahan