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**From:** Gary Wong  
**Sent:** 29 August 2024 09:19  
**To:** Planning  
**Subject:** FW: APPLICATION FOR ADVERTISEMENT CONSENT 2024/3343/A - 94-97 GT RUSSELL ST



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**From:** Bloomsbury Association <[bloomsbury@me.com](mailto:bloomsbury@me.com)>  
**Sent:** Wednesday, August 28, 2024 10:00 PM  
**To:** Planning <[Planning@camden.gov.uk](mailto:Planning@camden.gov.uk)>  
**Cc:** Gary Wong <[Gary.Wong@camden.gov.uk](mailto:Gary.Wong@camden.gov.uk)>  
**Subject:** APPLICATION FOR ADVERTISEMENT CONSENT 2024/3343/A - 94-97 GT RUSSELL ST

You don't often get email from [bloomsbury@me.com](mailto:bloomsbury@me.com). [Learn why this is important](#)



The Bloomsbury Association object to this application. The proposal is damaging to the character of the Bloomsbury Conservation Area, to the setting of adjoining listed buildings and to the architectural integrity of the host building. It is also misleading in its content, identifying Bloomsbury Street as Tottenham Court Road. You should be aware that we understand enforcement action is being taken against similar signage on the diagonally opposite building, 35 Great Russell Street with 20 Bloomsbury Street.

There is no facility to comment on this application on your web site, which was only registered yesterday. Please can you resolve.

Stephen Heath  
**On behalf of the Bloomsbury Association**

*The Bloomsbury Association is dedicated to the preservation and enhancement of Bloomsbury.  
Its registered address is 5 Willoughby Street, London WC1A 1JD*

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**94-97 Great Russell Street London WC1B 3LB**

Display of 1 x internally illuminated fascia sign to side elevation (Bloomsbury Street).

Application number: 2024/3343/A  
Application type: Advertisement Consent

