



- The company appears to have a standard “get up” which it has installed here. Indeed, this particular example of its branding seems even more garish than other variants it has used. There is plenty of precedent for Councils requiring chains to adapt or tone down their branding to suit sensitive locations in which they choose to operate. The Council should do this here.
- It is therefore evident that the applicant has made no attempt to design a fascia which suits and blends into the building or the Conservation Area. As previously mentioned, the photo demonstrates this incontrovertibly.
- Particular aspects which are problematic are the size of the lettering and the excessively bright colouring; bright yellow simply does not suit the restrained shades of the brick and stonework of the building and facade. The use of bright electric illumination to light up the signage only serves to emphasize the clash between the style and decoration of the building and the fascia.
- The fact that the applicant has chosen to go ahead to install this signage without seeking prior listed building permission, as required, should be regarded as a reason for refusing ratification and requiring a more suitable and sympathetic fascia design to be submitted for prior approval.

In case the applicant seeks to argue that others may have also, without prior regulatory consent, installed signs with impunity, there are 3 points to make:

- That is an irrelevant factor in purely planning and listed building terms.
- Allowing such an argument would be tantamount to accepting that, once there has been one breach of planning or listed building rules which is not enforced, there follows a complete anarchic free for all in relation to subsequent non compliant behaviour.
- There is also a proportionate argument. What has been erected by the leaseholder is so much more conspicuous and unsuitable than anything which has been put up to date.

This application is an opportunity for the Council to demonstrate that people who ignore the requirement for prior consent and then seek to regularize the position after the event should not be allowed to bypass accepted standards and get away with it. This is also an opportunity for the Council to demonstrate its commitment to policies designed to protect the special character of the Bloomsbury Conservation Area.

I take this opportunity to draw the Council’s attention to the bulky advertising impedimenta on the pavement outside the premises. This can be seen in the attached photograph. This obstructs the pavement and, at busy times, forces pedestrians to walk, unsafely, in what remains a vehicular roadway at this section of Shaftesbury Avenue. It was my understanding that such advertising materials placed on the pavement required

consent. I invite the Council to investigate and take any requisite action, in case the leaseholder is also in noncompliance in relation to this bulky publicity equipment.

Please confirm receipt of this submission. Please advise me if there is to be a hearing on the Applications.

Yours faithfully,

**Peter Bloxham**