

**From:** David Bieda <db@sixty8.com>  
**Sent:** 06 February 2015 19:40  
**To:** McDonald, Neil  
**Cc:** Amanda Rigby Seven Dials Trustee; 'Jim Monahan'; Jim Murray  
**Subject:** 21-31 New Oxford Street | 2014/5946/P

Dear Mr. McDonald,

**21-31 New Oxford Street | 2014/5946/P**

The Seven Dials Trust objects to this application. The Trust rarely comments on planning applications but is doing so in this case because of the sensitivity of this site which is very near Seven Dials.

We recognise that the developers and their agents have engaged with the local community and made some revisions.

However we consider that the scheme is far too bulky, and that its overall design detracts from the setting of an important Conservation Area.

The location of the site, between the British Museum and Covent Garden, is an important one. The area is a destination attracting people from all over the World, every day, to enjoy the ambience of one of most historic parts of our capital.

We fully support the points made by both SAVE and the World Monument Fund, in particular in relation to the setting of this site within the Conservation Area . We ask you, as the local planning authority, to send the plans back to the developer for substantial revisions in terms of design and bulk.

Sincerely,

David Bieda  
**Chairman**

David Bieda  
68 Dean Street Soho London W1D 4QJ  
Tel 020-7437-5512 Fax 020-7437-6612  
Mob. 07855-256860  
[www.sixty8.com](http://www.sixty8.com) (under reconstruction)  
**The Seven Dials Trust**  
[www.sevendials.com](http://www.sevendials.com) (nb under reconstruction).



[Underlined below are links to the three items](#)  
[SEVEN DIALS TRUST NEWSLETTER 2014 V4](#)

Winner of the bi-annual Walter Bor Media Award for 'Newsletters' November 2013

**SEVEN DIALS - RE-INVENTING A LOST NEIGHBOURHOOD**

**THE SEVEN DIALS RENAISSANCE STUDIES – HOW TO LOOK AFTER AN HISTORIC AREA**