From:	Roger Myddelto█ ██████████████████
Sent:	02 July 2015 11:53
To:	Planning; Akhaja, Jagdish; Planning and Public protection
Cc:	Harrison, Adam (Councillor); Beaumont, Elizabeth; Madlani, Rishi (Councillor)
Subject:	St Giles Hotel, Application 2015/3210/A for consent to display advertisements - ████████████

Dear Sirs,

My wife and I live in Bedford Avenue, close to the St Giles Hotel, and are horrified at the scale of the advertising screens that are being proposed. They seem disproportionate to the immediate surroundings and entirely inappropriate so close to two conservation areas. Their area would exceed that of a "singles" tennis court – and their height and brightness will make them visible for a very considerable distance.

In the supporting brochure stress is put on the commercial nature of the area – but Bedford Avenue is mainly residential, and the proposed north screen will be very visible for much of its length – most of which is in the Bloomsbury conservation area. There are many people living in Great Russell Street too, so similar objections can be made to the proposed south screen.

The idea that the proposed screens, will enhance the appearance of the St Giles Hotel seems to us to be absurd. The design of the hotel is not to everyone's taste – but it has some strength and consistency which would – in our view - be diminished if this application is approved. Also, Tottenham Court Road is not devoid of architectural interest, and advertising screens of the size proposed would, we believe, detract from the amenity the area enjoys.

This seems to us to be an important planning decision, that will have a considerable impact – for the worse in our opinion – on the area in which we live. We hope that this application will be referred to an appropriate Planning Committee and that it will be decided by our elected representatives.

We object strongly to the application. Please keep us advised of developments.

Yours faithfully,

Roger and Bridget Myddelton

111 Bedford Court Mansions
Bedford Avenue
London WC1B 3AG

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2 July 2015