**Dike, Darlene**

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**Re planning application 2016/4534/A by "Simit Sarayi" for illuminated sign with return along right hand side of frontage at 102 Southampton Row**

I oppose the application for the reasons laid out below:

1) The applicant has already shown scant regard for the consideration of others by **a)** placing tables and chairs on the footway in advance of any application for them, **b)** carrying out very noisy building work outside of permitted hours throughout the day and evening of Sunday 31$^{st}$ July 2016, **c)** installing an extraction vent to the rear of the premises which carries smells to the rear windows of flats at Ormonde Mansions, and **d)** installing the advertising and signage which is the subject of this application without making the application first.

2) The signage in question (already in place) is far brighter and more prominent than that used by any of the other premises in the building. Note that in the Bloomsbury Conservation Plan, Ormonde Manions is identified as a building of positive influence. This addition detracts significantly from the correct appearance and character of the building.

3) As a resident of the building, I am concerned that the addition of the extra cladding/fascia on top of the masonry of the frontage at the right hand side will serve as a moisture and water trap, and cause decay and dilapidation of the fabric of the building behind it. I see no reason why this business should not be content with normal shop signage in keeping with that of the other shop fronts in the building.

Yours faithfully,

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