

**Gentet, Matthias**

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**From:** Ricci De Freitas [REDACTED]  
**Sent:** 14 March 2017 08:51  
**To:** Planning  
**Cc:** Gentet, Matthias  
**Subject:** 2017/1300/A - The Old Heating Station, Coram Street

Dear Matthias

The Marchmont Association objects strongly to the proposed advertisements on the above premises, previously occupied by Fitness First gym.

**Illuminated fascia signs:**

We object to the four illuminated fascia signs on the grounds that they will create unacceptable luminance to the detriment of residents in the adjacent flats in Foundling Court (Marchmont Street) and Coram Street. They will also be detrimental to the character of the predominantly residential locality, the important Grade II listed Brunswick Centre directly across the road, and the Bloomsbury Conservation Area, which surrounds the site.

**Window posters:**

The proposed window displays will alter the character of the host building and remove existing sight lines between Coram and Marchmont Streets, to the detriment of natural surveillance and community safety, as well as being insensitive to the character of the neighbourhood shopping centre.

**Directional signs:**

We object to the equally insensitive proposal to install large advertising/directional signs on the plant room 'cage' at the corner of Herbrand and Coram Streets, which are totally inappropriate to the area, as well as creating unsightly 'visual-clutter'.

**24:7 trading:**

We also read on The Gym's web site that they intend to operate the new gym 24:7, with no staff on site at times overnight.

This will be totally unacceptable in terms its potential to cause late night noise nuisance and anti-social behaviour in this high density residential area, and should be refused outright. The area is not in the West End and is not part of London's night-time economy.

We urge you to refuse this application outright.

Yours faithfully  
Ricci de Freitas  
Chair – Marchmont Association (MA)