

[REDACTED]

From: Dr Kaori O'Connor <[REDACTED]>
Sent: 05 July 2017 07:25
To: Planning
Cc: Harrison, Adam (Councillor); Vincent, Sue (Councillor); Enirayetan, Oluwaseyi; [REDACTED] Bloomsbury Association
Subject: Re: APPLICATION FOR PLANNING PERMISSION 2017/3559/A

APPLICATION FOR PLANNING PERMISSION 2017/3559/A

I am a local resident, living adjacent to the location that is the subject of this application, to which I object in the strongest possible terms.

I was very surprised to see the announcement of this planning application for inappropriate illuminated signs on Great Russell Street, and also surprised to discover that the planning website was not working properly and it was not possible to object to the application when it was announced.

I am surprised you even allowed this application to be lodged, as it contravenes DCLG guidance about outdoor advertisements, goes against the renewal and upgrade plans for Tottenham Court Road, and is detrimental to the adjacent conservation areas which include many listed buildings. Although Great Russell Street is narrow, it is the major pedestrian thoroughfare to the British Museum, and it is important that any installations not impact negatively on local views, which the proposed signs would do.

Projecting signs are very intrusive, Great Russell Street is very narrow, there is no need for projecting signs and the application does not give a clear indication why so many signs are needed in such a small area.

In the application, the location is completely ignored, as though the proposed signs would be sitting in a completely empty environment, but that is not the case. Great Russell Street is a densely populated area day and night, and in addition to the visual disruption, the proposed signs would introduce an unacceptable level of light pollution, and would negatively impact on local amenities.

I object to this application and urge you to refuse it. Please keep me informed of the state of this application.

Yours sincerely,

Dr L.K. O'Connor

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