

[REDACTED]

From: Bloomsbury Association [REDACTED]
Sent: 29 October 2017 22:11
To: Planning
Cc: Harrison, Adam (Councillor); Vincent, Sue (Councillor); Young, Tony; Bloomsbury Association
Subject: APPLICATION FOR LISTED BUILDING CONSENT 2017/5374/L

90 GREAT RUSSELL STREET
LONDON WC1B 3PS

PROPOSAL: External alterations in connection with the display of non-illuminated fascia sign with hand-painted lettering and painting of shopfront

Application for listed building consent: 2017/5374/L
Application for advertisement consent: 2017/4612/A

The Bloomsbury Association objects to these retrospective applications and wishes to make the following comments.

1 - The 70's style of 'popular' typography used for both English and Arabic scripts is damaging to the architectural and historic integrity of the listed building and detracts from its value and amenity as a heritage asset.

2 - We recollect that a previous consent for change of use at this address may have imposed a condition requiring a retail display to be maintained in the shop window. This is absent from images accompanying the current proposal.

Stephen Heath
On behalf of the Bloomsbury Association

*The Bloomsbury Association is dedicated to the preservation and enhancement of Bloomsbury.
Its registered address is c/o 8 Gower Street, London WC1E 6DP www.bloomsburyassociation.org.uk*