

Gentet, Matthias

From: Bloomsbury Association <bloomsbury@me.com>
Sent: 02 February 2019 21:17
To: Planning
Cc: Gentet, Matthias
Subject: APPLICATION FOR ADVERTISEMENT CONSENT 2019/0119/A

307-317 EUSTON ROAD, LONDON NW1 3AD

Proposal: Display of 2 x non-illuminated projecting "V" signs (3m in height by 0.6 in width and 0.58m in depth) at 2nd floor level and 2 x internally illuminated (halo) lettering fascia signs (1.8m in width by 0.36m in height and 0.2m in depth) at 1st floor level to the front elevation, and 1 x internally illuminated (halo) lettering sign (6m in height by 1.02m in width by 0.2m in depth) between 1st and 3rd floor level to side elevation.

Application for advertisement consent: 2019/0119/A

The Bloomsbury Association object to this proposal on the grounds of public safety and wish to make the following comments.

The proposed display presents a risk to public safety in that it is of a size and a prominence that, as is intended, will distract the attention of drivers approaching the junction of Euston Road, Tottenham Court Road and Hampstead Road. At this point there are traffic light controlled pedestrian crossings which are all too easy for drivers to miss. It should be noted that the West End Project proposes that traffic on Tottenham Court Road will shortly become two-way.

We note that no drawing accompanies the proposal.

The Association supports good quality design that will enhance Bloomsbury's streetscape. With such a demonstrable breach of the Council's planning policy and of its supplementary planning guidance, we look to the Council to refuse this application.

We would be grateful if you would let us know of any further modification to the application; the decision, if it is to be decided under delegated powers, or the meeting date if it is to be decided by Committee.

Stephen Heath
On behalf of the Bloomsbury Association

*The Bloomsbury Association is dedicated to the preservation and enhancement of Bloomsbury.
Its registered address is 5 Willoughby Street, London WC1A 1JD*