



Dear Rachel

The above application for installation of a replacement shopfront at 87-89 Marchmont Street was discussed at last week's meeting of the Bloomsbury Conservation Area Advisory Committee, which meets roughly once a month.

As you know, the Advisory Committee is a statutory Consultee, so please accept this email as BCAAC's objection, as I was unable to file these comments before the cut-off deadline (23 September)

We were appalled to read in the Design & Access Statement prepared for this application that "The site is not located within a Conservation Area and it does not form part of a listed building." Although not listed, the building is considered a Positive Contributor to the Bloomsbury Conservation Area, within which it lies.

The tone of the application and the ignorance of the character and status of the area in which the shop resides does not inspire confidence in the Applicant.

We note that there was a previous application for change of use, which was withdrawn, in order (it seems) to create an entirely new A3 restaurant business within a premises that is currently designated A1 and used as a grocery store.

BCAAC objects to this current application, especially the proposal for a very intrusive digital advertising screen and other illuminated signage which does neither preserve nor enhance the conservation area.

We urge you to refuse this application. Thank you.

Kind regards

Debbie Radcliffe  
for Bloomsbury CAAC  
c/o Hugh Cullum Associates  
61b Judd St, London WC1H 9QT