
From: John Cole [REDACTED]
Sent: 08 June 2020 13:02
To: Planning
Subject: 2020/1916/A 1 St Giles Square - Advertisement consent

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Dear Sir,

Representing the South Bloomsbury Tenants and Residents Association, we write to put on record our strongest objection to this application for Advertisement Consent at 1 St Giles Square.

We understand that this application is being 'fast tracked' for approval by the Council today.

We fully endorse all the well reasoned objections articulated by the Bloomsbury Association, the Bloomsbury CAAC, the Covent Garden Community Association and others in their objection to this gross and vulgar intrusion on the townscape.

The application represents no benefit to the local or wider community but instead will cause enormous harm to both the ambiance and townscape of this historic area.

The requirement that proposals should 'protect and enhance' the special character of the Denmark Street Conservation Area has been totally ignored and the suggestion that this will bring 'life' back to Denmark Street is offensive to both the nature of the Conservation area and to those who live here.

The effect of this relentlessly attention seeking display will be to create a permanent and overbearing presence, impossible to ignore and dominating every moment. It will harm life a street level by obliterating an sense of nuance, beauty or subtlety day or night. This is not a planning gain but a planning disaster and should not be supported by any members of the committee.

John Cole RIBA
for and on behalf of the South Bloomsbury Tenants and Residents Association

Sent from my iPhone