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**From:** Sandra Wheen [REDACTED]  
**Sent:** 29 May 2021 18:55  
**To:** Matthew Dempsey  
**Subject:** Planning Application 2021/1753/A. 120-122 Tottenham Court Road London W1T 5AP

**Follow Up Flag:** Follow up  
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**From: Sandra Wheen, Local Resident, 56 Gordon Mansions, Torrington Place, London WC1E7HG.**  
[REDACTED]

Dear Matthew Dempsey

I am writing to object to the above Planning Application.

As you can see I don't live close to this Boots at 120-122 Tottenham Court Road, but I have become aware recently of the extent to which light pollution from an internally illuminated shop sign can affect residents and spoil a street.

Many residents will be affected by this proposal. This is a corner site and the illumination will affect residents on both sides of the corner ie in Grafton Way (West of TCR) and in the Tottenham Court Road itself. Plus the amount of illuminated signage proposed is extreme and the light pollution will extend a long way affecting more homes.

I am concerned about the fact that residents have not been consulted by the applicant. Not all residents are well organised enough to keep an eye on planning applications which may affect them. This is particularly true where there is a high proportion of short term tenants - as a brief look at the Prime Location website suggests may be the case here. These residents are getting no chance to speak up for themselves, and their landlords may not be looking out for them. So I think the planning process needs to do this for them and not permit illuminated signage here.

I know this Boots well. It is a small busy shop in an extremely busy location on the Tottenham Court Road near Warren Street. I cannot imagine that Boots need an illuminated sign to attract more custom **to this particular store**. And I can only think that their motivation is to use their shopfront for general publicity on a busy thoroughfare for their brand. I don't think it is fair to sacrifice the comfort of residents to a general Boots publicity drive.

I would like to add that the premises in question lie within the Fitzroy Square Conservation Area. And I hope that this fact alone will be enough to stop this proposal from going ahead.

In conclusion, we want people to sleep well and to love their, perhaps short, time in this beautiful part of Fitzrovia. And we don't want permanent residents to be harrassed by increasingly difficult environmental conditions. So I am hoping very much that you will turn down this application.

I would be grateful if you could acknowledge receipt of this e-mail.

Many thanks

Sandra Wheen

Local Resident