



**Subject:**

Planning Application 2021/2655/P (213-216 Tottenham Court Rd)



Dear Jennifer,

The BCAAC **strongly object** to the proposal to put up 3 extremely large billboards signs.

- ∞ We **object** to the **scale** of the signage **in principle**. The proposed size is **unacceptably dominant** in the street scene. Each billboard is planned to take up the width of 3 feature windows.
- ∞ Any new signage proposal should be the **same type as the existing** which is a small, subtle Paperchase sign.
- ∞ **Design is unacceptable:** The planned colours of the billboards, of very strong fluorescent yellows, reds, blues etc, are completely out of sync with the colours of the Conservation Area.

Marianne Jacobs-Lim  
On behalf of **Bloomsbury CAAC**