

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/3418/A	Sandra Wheen	13/09/2021 21:27:58	COMMNT	<p>I am writing as a local resident with concern for the character and liveability of the area.</p> <p>As this application is being made by an agent in Hull who may not know the locality and the neighbours do not seem to have been informed of the application, I would like to draw the attention of Camden Planning to bedroom windows which could be affected by light pollution from the window displays and internally illuminated signage proposed, as follows:</p> <p>Facing Currys/PC World on the opposite side of the Tottenham Court Road is the wide frontage and numerous windows of the Radisson Blu Edwardian Grafton Hotel (130 Tottenham Court Road W1T 5AY). Next door to Currys/PC World in Grafton Way are the Grafton Way flats. And I believe there are more flats diagonally opposite Curry's PC World on the South East side of Grafton Way.</p> <p>The question is will this signage adversely affect people trying to sleep in these places? I am not qualified to answer this question but I think it is worth asking.</p> <p>I can't help wondering if the purpose of this brightly illuminated signage is more to advertise the Curry's/PC World brand to passing traffic in the Tottenham Court Road, than to attract additional custom to this particular shop. If so we could end up with a Tottenham Court Road full of loud advertising to through traffic to the detriment of hotels and residences which are an important part of the character of the area and where it could become difficult to sleep.</p>
