



Subject:

2021/4685/A - 41 Marchmont Street, WC1



There have been a number of applications relating to signs and digital display screens for the current business at 41 Marchmont Street.

At our last Bloomsbury CCAC meeting (December 2021), we were asked to respond to the above application.

However, we had ALREADY objected to 2021/4685/A on 16 November 2021.

We had also OBJECTED to a previous application on 6 December 2020 (2020/5552/L). This particularly application was withdrawn, along with 2020/3275/A

The current applications are 2021/4686/L (registered on 3 November 2021) and 2021/4685/A (registered on 16 December 2021) both relating to signage and display screens.

We are aware the digital screen on display in the window previously has been removed. There is still, however, an illuminated sign.

We reiterate our objection to the latest application and note the proposed signage (submitted on 24.9.21) bears no relation to the elevation drawing of the same date.

Marchmont Street is an important heritage shopping street within the Bloomsbury Conservation Area. It behoves the Local Authority to ensure that signage is appropriate to the historic environment. Illuminated signs should be removed. The current written signage on the fascia is inoffensive but inadequate in context.

Best wishes

Debbie Radcliffe
For Bloomsbury CAAC

See attached photos (night) and



(day).

