

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/5485/A	Edward Bagenal	29/01/2022 17:09:15	COMMNT	<p>My objections to the proposed billboards revolve around their impact on the visual culture of our community. Wherever you live, a community's visual surroundings help to shape the attitudes, motivations and beliefs of the individuals within it. These billboards will erode the wonderful spirit of community and individual character of Bloomsbury by introducing homogenous generic, brightly illuminated and rapidly changing advertisements that distract drivers and pedestrians, overwhelming viewers with their content, to the detriment of the carefully conserved cultural heritage of the local area.</p> <p>Digital billboards undermine local culture and, through that, cause harm to the numerous people who live near and pass by them every day.</p>

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