



**BLOOMSBURY
ASSOCIATION**

262 TOTTENHAM COURT ROAD
LONDON W1T 7RG

INSTALLATION OF ONE PROJECTING SIGN, 5 FASCIA SIGNS, 1 WALL MOUNTED ROUND EL
AND 2 AMENITY BOARDS

Application for advertisement consent reference: 2022/0039/A

10 April 2022

The Bloomsbury Association objects to this application and wishes to make the following comments.

1. The proposal is over-signed and would have a damaging affect on public amenity, particularly the setting of the grade II listed former Oxford Coffee House at 14-16 Oxford Street, which extends to opposite the application site at 1 Tottenham Court Road. It would also affect the setting of the grade II listed buildings at 5-12 Great Russell Street and 264-279 Tottenham Court Road, together with the character of the Bloomsbury and Hanway Street Conservation Areas. We are also concerned about road safety issues in the proposed high level, wall-mounted, illuminated roundel proposed at the corner of Tottenham Court Road and Great Russell Street.
2. At the time of the planning application (2021/3942/P) we expressed concern at the loss of retail frontage both functionally and in terms of 'active' frontage as the existing ground floor casino, by nature of its 'adult' use, has windows completely obscured or covered with advertising. The same can be expected with this proposal although it is not declared. This is acknowledged to be a problem corner for drug dealing and, with windows obscured by advertising, it is made worse by lack of active surveillance contrary to CPG:Design, Sections 6 and 7.

The Association supports good quality design that will enhance the West End's streetscape, which this does not. With such a demonstrable breach of the its planning policy and of its supplementary planning guidance, we look to the Council to refuse this application.

We would be grateful if you would let us know of any further modification to the application; the decision, if it is to be decided under delegated powers, or the meeting date if it is to be decided by Committee.

Stephen Heath
On behalf of the Bloomsbury Association

Copies to:
Charlotte Street Association
Chair, Bloomsbury Association