

Dear Rose

We discussed the above application at the most recent meeting of Bloomsbury CAAC.

We object to the application to display two non-illuminated signs on the railings of the west entrance to the Main Quad, Gower Street.

The railings form part of the boundary of the main campus of UCL and are situated right by the entrance of the Main Quad on Gower Street. The UCL Cruciform Building (Grade II listed) lies opposite the site. This is a heritage area, with important historic assets. The scale and design of the banners intrudes on the townscape, thereby causing harm to the Bloomsbury Conservation Area.

Railings provide a defensive 'boundary' but an intrinsic element of their design is the ability for people to look through the vertical posts to what lies beyond. This is extremely important in context, as this is a main entrance to the UCL Campus.

We also object to the design of the signs (very insensitive to the heritage streetscape) as well as to the scale.

We consider the signs will impact negatively on the character and appearance of the Conservation Area, and that the application should be refused.

Best wishes

Debbie Radcliffe

For Bloomsbury CAAC