

**Comments from Bloomsbury CAAC on 2024/3655/A**

**Rertrospective application for 11 banners each 10 m long for Birkbeck College (original building) and Student Central (old Student Union building) both by Charles Holden.**

The Bloosmbury CAAC considers these banners to be way over the top, much too bright and much too large, and our strong preferance would be for no banners at all.

We note that they do not replace earlier banners and that there is therefore no precedence for them.

The application comes in under the Control of Advertisements category and the banners are essentially advertisements.

They are quite out of place on the restrained and dignified Holden buildings and particularly visually intrusive in Malet Street and Byng Place, both public thoroughfares with long street views and not in any sense part of a university campus.

We note these banners were erected already on 13 August. If not removed before the end of six months enforcement action should be taken.

Hero Granger-Taylor, committee member, Bloomsbury CAAC,

29.9.2024