
From: BRAG
Sent: 13 January 2025 12:51
To: Planning
Subject: 2024/5429/A - design for hoardings at 105-121 Judd Street

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Dear Planning Department

I represent the Bloomsbury Residents Action Group (BRAG) on the Community Liaison Group which was set up to manage the redevelopment of 105 Judd Street. I was therefore very disappointed that the issue of the hoarding design was not discussed in advance at any CLG meeting, one of which was held on 3rd December, the day before the application was submitted by the developers. If discussed, we could possibly have agreed a potential design which would be more in keeping with the development site, which lies within the Bloomsbury Conservation Area.

Although temporary, the redevelopment of the former RNIB headquarters is not intended to be completed until the end of 2026. It is unacceptable to have a hoarding in situ for two years which does not respect the Conservation Area.

The Judd Street element is particularly harmful as the southern end of the hoarding will immediately abut a Listed Grade II Georgian property at 103 Judd Street.

Hoardings should blend into their environment, especially within a Conservation Area; they should not create an eyesore for passersby or the community who live nearby.

As it is, we object strongly to the design of the hoardings on heritage grounds.

- The size of the proposed lettering **KOVA KX** is far too large, and is not in keeping with the Conservation Area.
- The red colour of the lettering does not tone with the palette of the neighbouring heritage brick buildings.
- The brashness of the advertisement design does not work sympathetically with the surrounding heritage townscape character.
- Many visitors to London, arriving at St Pancras International, walk down Judd Street - which is a gateway to Bloomsbury - and admire the historic character of the neighbourhood. It is inappropriate to display an advertisement of this scale and insensitivity at this location.
- In many heritage areas, the design on the hoardings replicates the building they are covering. Why not here?

I also note that the design drawings do not include the Information Board, currently displayed next to the entrance to the building site on Judd Street - which provides important information to the community.

Although Camden's Planning Committee approved the application for the enlargement of this historic building, I refer to Historic England's warning about the impact of development on the Conservation Area [Letter of 14 June 2022 to Patrick Marfleet].

"The historic scale of 105-121 Judd Street as built in the 1900s and 1920s responded sensitively to that of the Georgian townscape which characterises its own Bloomsbury Conservation Area. ...Substantially increasing the size of historic buildings set within the Bloomsbury Conservation Area in order to accommodate demand for development

could bring a lot of incremental change to its character and appearance such that it would risk cumulative harm to its significance."

The proposed advertisement design of the hoardings for Judd Street and Hastings Street will cause harm to the significance of the Conservation Area and should be refused.

Debbie Radcliffe

for Bloomsbury Residents Action Group (BRAG)