

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1046/L	Susan Padget	4A Handel St London WC1N 1PB	23/04/2025 18:48:42	OBJ	<p>I wish to object most strongly to this application. I am a Camden resident who has to walk past the portico entrance twice a day on most days, and the sight of those five signs never fails to upset me.</p> <p>The three signs which are just lettering are awful - they are a garish "highlighter" yellow which clashes with the brickwork even when they are switched off. They are far too big for the portico, and the font is totally out of keeping with the architectural style of the building.</p> <p>The huge faux gothic font sign with added decoration and flashing colours in the "o" is even worse, and looks like something which has been borrowed from the London Dungeon.</p> <p>The fifth sign, added slightly later, slap in the middle of the central arch and dominating the portico, is beyond belief. I simply cannot understand how anyone can claim that a giant, chortling, acid green, yellow and white cartoon dragon puffing out bright red and orange flames is a suitable or "sensitive" solution to the lack of bar custom. Indeed, it looks like a sign for a fairground ride, not a bar in a grade 1 listed grand hotel, and I suspect it more likely to repel than attract custom.</p> <p>I can appreciate the need to signpost the bar's existence, but perhaps the architects might consider how much more informative, attractive and in keeping it would be to use just words, and match the size, style, colour and font of the nearby signage over the hotel's main entrance.</p> <p>I can also appreciate the need to make the inside of the bar look less gloomy and uninviting - perhaps best addressed by some warm lighting and decoration inside the bar? Inappropriate external cold neon signs above the entrance do not help at all.</p> <p>As I stand outside the beautifully and sympathetically refurbished Camden Town Hall opposite, waiting to cross Euston Road along with hundreds of tourists, I feel ashamed to be part of a community that would allow such a desecration to remain. As one man with an American accent and suitcases remarked to his family "its like putting a McDonald's sign on Buckingham Palace"</p>