

Muthoora, Leela

Subject: FW: 2015/0950/L - response to application by BCAAC

From: Debbie Radcliffe [REDACTED]
Sent: 12 May 2015 12:08 PM
To: Muthoora, Leela
Cc: [REDACTED]
Subject: 2015/0950/L - response to application by BCAAC

Dear Leela

I am writing on behalf of the Bloomsbury Conservation Area Advisory Committee to object to the planning application for alterations to the Nat West building in Tavistock Square (2015/0950/L).

As a voluntary group, we only meet once a month to assess planning applications, and I note I am writing 3 days after the final date for comments. I hope however that our response will be considered, and would welcome acknowledgement of my email. Thank you.

We object to the proposed chevrons as being far too obtrusive. The proposal will impact negatively on the listed Lutyens facade, which is a Grade II listed building, and on the setting of Tavistock Square. As such it will cause harm to the Conservation Area.

The Applicant's Heritage Statement includes a similar branding exercise on a building adjacent to Moorgate Station which indicates just how obtrusive the new signage will be. Moorgate Station is a very busy thoroughfare, and a completely different setting to the quiet residential enclave of Tavistock Square. The proposed highly visible commercial branding is not sympathetic to either the heritage context of the existing building, nor on the setting of the Georgian Square opposite.

The east side of Tavistock Square is not designated a neighbourhood centre in Camden's Local Development Framework so any commercial branding should remain discreet, especially when in the context of a listed building and heritage setting.

The application should be refused.

kind regards

Debbie Radcliffe
for BCAAC