

Muthoora, Leela

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

From: Debbie Radcliffe [mailto: [REDACTED]]
Sent: 15 June 2015 16:06
To: Muthoora, Leela
Cc: [REDACTED]
Subject: Re: 2015/0950/L - response to application by BCAAC

Dear Leela

Thanks for your email and we welcome the news that the illuminated internally suspended signs have been removed from the application.

I have just revisited the plans and note that the elevation drawing that proposed lettering for 'Nat West' is to be in colour.

At the moment the logo is in red and the lettering white. This is why the current 'branding' appears relatively discreet. This is an important heritage building and the main focus must be the gateway entrance. One's eye should be drawn to the British Medical Association lettering above, not to a vibrant blue 'Nat West' nearby. The proposed lettering will simply stand out too much and conflict with the heritage facade.

The applicant's Heritage statement shows the Nat West branding at Moorgate branch in red (logo) and lettering (white). I simply cannot see why this has to be altered at Tavistock Place.

I also note that the new logo and lettering will be much larger than the existing, which is currently centred above the window.

The proposed signage will extend the lettering towards the curved window adjacent. The scale is too large and will look unbalanced in relation to the historic facade.

The proposed fascia sign is too obtrusive in scale and colour. It does not enhance or preserve the conservation area. Our objection remains.

yours sincerely

Debbie Radcliffe

From: Debbie Radcliffe [mailto: [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