

**112A GREAT RUSSELL STREET, LONDON WC1B 3NP**  
**INSTALLATION OF 1 LED SIGN AND 4 INTERNALLY ILLUMINATED POSTER DISPLAY**  
**BOARDS**  
Application for advertisement consent: 2015/5699/A

The Bloomsbury Association wish to make the following comments on this proposal.

1. There is currently a plethora of signs and A-board proposals affecting the St Giles Hotel (2015/4503/A, 2014/3894/A) and, mindful of a pending appeal on 2015/3210/A, the Council needs to be consistent in its approach.
2. There is already much existing visual clutter on the Great Russell Street frontage to the hotel, most of it unauthorised, and it impacts adversely on the visual amenity of the street. This includes high level balcony banners to Grosvenor Casino at the corner of Tottenham Court Road, car park signage, the gaudy film applied to the glazing of the YMCA Club and VQ's illuminated signage. If the Council took effective enforcement action against these, the applicant would not be looking for further signage. We are pleased that this proposal includes for removing the banners.
3. It could be argued that Grosvenor Casino is over signed. Too much illuminated signage, by reason of its siting and method of illumination could result in an overly dominant and incongruous addition that would be detrimental to the character and appearance of the listed buildings opposite, the streetscene and Bloomsbury and Hanway Street Conservation Areas. The proposal might therefore be contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies. That said, Grosvenor Casino is far better presented than other premises on the street, much of that damage has already been done and a bit more won't make a lot of difference other than adding to the cumulative effect. The Council must come to its own view.
4. The Council should perhaps also encourage the applicant to propose an overall signage management plan for their entire interest, including Coral next door (which also has a blue theme - is it the same blue?). We are particularly concerned by the loss of active frontage when their shop windows become advertising screens.
5. We are not at all happy with the proposed running message LED display board close to the corner of Great Russell Street, which would be likely to distract pedestrians and road users to the detriment of highway and pedestrian safety, contrary to Policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies. This aspect of the proposal must be omitted.
6. The high level 'Casino Parking' sign on the corner is also over intrusive when there is another parking sign of a different design immediately next to it. We note that the street name plate has been relocated to make room for them. Again, this is a very good example of over-signage having opposite to the desired effect: causing visual confusion rather than communicating clearly.

**Stephen Heath**  
**On behalf of the Bloomsbury Association**