

Dear Tony

It has been drawn to my attention that an application relating to 37 Tavistock Place has been submitted to Camden's planning department for approval. I note that there was no pre-application advice asked for, nor any consultation with neighbours or the local community.

Although the proposed projecting sign is intended to be fixed to a traditional ornate iron bracket, which is appropriate in context, I am concerned that the illumination proposed for both the projecting sign and the fascia sign will be too intrusive. I am also concerned that the choice of colour is inappropriate in the context of the street scene.

Tavistock Place is a street defined by buildings which are predominately red brick. This is respected in the main by the colour of the shop facades on the other side of the road. The current paintwork of the windows of no 37 is also in-keeping with the tonal quality of the immediate environment. The proposed use of a vibrant green on the brickwork of no 37's facade may indeed make the Generator stand out as a business, but I do not believe that it enhances or preserves the Conservation Area.

Nos. 37-41 Tavistock Place are identified as 'Positive Contributors' in the Bloomsbury Conservation Area Appraisal and Management Strategy (adopted 2011) so there is a particular need to ensure that any changes to the building's facade blend in with the neighbouring street scene.

I would also draw your attention to the existing cobbled alleyway that leads from Tavistock Place, and the fact that the facade under consideration is part of an historic structure that is residential and 'domestic' architecture; it is not in any way "commercial" or "institutional."

The existing lack of signage or advertisement means that the building currently blends in with its neighbours in the terrace along Tavistock Place and is respectful of the heritage character of the neighbourhood. The proposed changes and desire for "advertisement" do little to enhance or preserve the special quality of the Bloomsbury Conservation area (DP 25, Conserving Camden's Heritage.) and should be amended accordingly.

Yours sincerely,

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for Bloomsbury CAAC
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