

From: Bloomsbury Association
Sent: 01 May 2017 18:36
To: Planning
Cc: Young, Tony; Bloomsbury Association
Subject: APPLICATION FOR LISTED BUILDING CONSENT 2017/1450/L

48 BEDFORD SQUARE, LONDON WC1B 3DR

PROPOSAL: External alterations involving the fixing of a slate name plate to the left of the front entrance door.

Application for listed building consent 2017/1450/L

The Bloomsbury Association objects to this application.

The proposed sign, while elegant, is too large for its purpose, will be too dominant in the overall composition of the facade and will detract from its architectural and historical significance. Reference should be made to similar plaques in bronze on the facades of 22 Bedford Square, 100 and 106 Great Russell Street. These, along with numerous blue plaques applied to the facades of other buildings in the Square, record someone or something notable relating to the history of the building that is of public interest and is appropriate to be expressed. The name of a current business, while it may be shown, should be of lesser visual dominance.

Please would you keep us informed of any changes to the application.

Stephen Heath
On behalf of the Bloomsbury Association