

Martyn Goddard 


Mr Nick Baxter
London Borough of Camden
Development Management
Camden Town Hall
London
WC1H 9JE

Dear Mr Baxter

Re: 2018/1485/A – 17-19 Bonny Street London NW1 - OBJECTION

As a local resident I support the conservation area we live in and the street's environment, I am writing to OBJECT to the current proposal to erect a hanging sign outside the above premises for the following reasons;

- 13-19 Bonny Street is a magnificent Victorian building, in immaculate condition and with no added signage of any form on its façade
- The building lies within a Conservation Area, where changes must be demonstrated to improve the visual environment
- The premises at 17-19 Bonny Street accommodate at least six lettable units, the applicant being one of these
- The applicant has traded from these premises for some years without the need for such a sign
- If the application were to be approved, it would disfigure the façade of this beautiful building and add unnecessary clutter to a very elegant street
- It follows that if this application were to be granted, then other businesses within the premises would also seek permission for external signage
- In today's digital world there are numerous ways of advertising a business, and of assisting customers to find premises, without the need for external signage

For these reasons I would implore the Council to refuse the application.

Yours sincerely 