

Peter Clapp RIBA FCSD

17th May 2018

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

Dear Nick Baxter

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

As a local resident passionate about the built 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

