

[REDACTED]  
**Sent:** 05 July 2018 00:03

**To:** Planning [REDACTED]  
[REDACTED]

**Subject:** 2018/1605/L 39-47 Gordon Square (Birkbeck College)

for the attention of Elizabeth Martin

**2018/1605/L 39-47 Gordon Square (Birkbeck College) new sign on left of front door**

I am commenting on this application on behalf of the Bloomsbury CAAC. I could not get through to the address with pin number given in your letter.

The committee would have no objection to this application were the sign on its own. But it is not acceptable as an addition to the signs already present on the right side of the door: a poorly-designed and not level notice for the building, a brightly coloured sign indicating a television camera and a no-smoking sign. While the first of these three might have permission, we very much doubt the signs for the camera and no smoking do and Camden needs to ensure that they removed.

The new sign applied for should be on the same side of the door as the existing building sign (which should be reattached level) or, ideally, both should be incorporated into a single sign.

Birkbeck buildings noticeably have more signs, more randomly placed, and brighter and less well-designed, than signs on buildings belonging to UCL or the Institute of Education. Whoever is responsible for signage at Birkbeck needs to look at the practice of these other institutions, particularly where attached to listed buildings: for example, in the case of UCL, 51 Gordon Square, or 15 Woburn Square, and in the case of the IoE, several houses with brass plates on the east side of Woburn Square.

Hero Granger-Taylor, Bloomsbury CAAC committee member, representing Camden Civic Society