



**BLOOMSBURY  
CONSERVATION AREAS**  
Advisory Committee

61B Judd Street  
King's Cross  
LONDON  
WC1H 9QT

[bloombsburylives.co.uk](http://bloombsburylives.co.uk)

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2020/1220/A

Raymond Yeung  
5 Pancras Square  
King's Cross  
LONDON  
N1C 4AG

**Our consultation response to application 2020/1220/A, regarding the installation of two new illuminated advertisement signs.**

The BCAAC is the advisory committee for Camden's Central London conservation areas, with the exception of Hatton Garden. This application concerns the installation of two new illuminated advertisement signs, applied for retrospectively.

The BCAAC reported the installation of these signs to enforcement in 2019 when it was noted that they were installed without planning permission. It is noted that the applicant has a history of making illegal changes to their property without applying for permission.

The advertisement signs are inappropriate for the sensitive historic setting of this building and Leigh Street as a whole in the Bloomsbury Conservation Area. The entire terrace of which the shops are found in the centre are Grade II listed, while the shopfront of number 16 is marked as being a shopfront of merit in the Conservation Area Appraisal.

Paragraph 5.49 of the Bloomsbury CA Management Strategy states that:

*'The installation of signage in many cases requires advertisement consent; this is particularly the case for illuminated signage which can have a major impact in conservation areas. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.'*

while a quick search of the Bloomsbury CA Appraisal and Management Strategy reveals that the issue of inappropriate signage is mentioned around fifteen times.


We also note that it is common practice for signage of this type to be illuminated (if at all) by means of dim lamps facing onto the sign, rather than through internal illumination.

Not only is the illumination of these signs problematic, but one is also absurdly large and by means of this poor design detracts from the special character of the

conservation area. It is likely that the strong illumination will also impact upon residential amenity in the surrounding flats.

We therefore recommend that this application is rejected.

Yours Sincerely,

A solid black rectangular box used to redact the signature of Owen Ward.

Owen Ward