

From: Bloomsbury Conservation Areas <planning@bloomsburyconservation.org.uk>

Sent: 23 March 2021 13:28

To: Young, Tony

Subject: OBJECTION 2021/1148/L

Dear Mr Young,

The Bloomsbury CAAC like to object to application 2021/1148/L for the installation of shopfront signage with internal illumination at 204-208 TCR.

It is normal practice to refuse internal illumination in favour of no or externally lit signage in the Bloomsbury CA, and especially with regard to listed buildings.

Paragraph 5.49 of the Bloomsbury Conservation Area Management Strategy states: *'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.'*

Similarly, Paragraph 5.37 of the Bloomsbury Conservation Area Management Strategy states: *'Attention to detailed design and high quality smaller alterations such as **shop fronts, signage, and extensions is expected by the Council. Small but insensitive changes can harm the character and appearance of the area to an extent belied by their individual scale.**'*

We would encourage the developer to come back with an externally lit equivalent.

Bloomsbury CAAC

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**BLOOMSBURY
CONSERVATION AREAS**

Advisory Committee | Est. 1968

61B Judd Street, Bloomsbury, London. WC1H 9QT

bloomsburyconservation.org.uk