

From: Debbie Radcliffe <Bloomsbury CAAC>
Sent: 17 May 2022 16:28
To: Planning Planning <Planning@camden.gov.uk>
Cc: Bloomsbury Conservation <planning@bloomsburyconservation.org.uk>
Subject: 2022/0241/A - 14 West Central Street, London WC1A 1JH

Dear Planning Department / Fast Track Team

Bloomsbury CAAC objects to the application for an internally illuminated sign to be projected in front of 14 West Central Street.

Camden's Planning Guidance (March 2018) states that internally illuminated signs are discouraged within the borough and they are not acceptable within a Conservation Area and the illuminated sign causes harm to the character and appearance of the host building.

An externally illuminated projecting sign is likely to be acceptable.

Best wishes

Debbie Radcliffe

For Bloomsbury Conservation Area Advisory Committee
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