

**Tania Clifford**

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**From:** Debbie Radcliffe [REDACTED]  
**Sent:** 29 June 2022 11:38  
**To:** Tania Clifford  
**Cc:** Bloomsbury Conservation  
**Subject:** 2022/0723/A - 112 Judd Street, WC1H 9NT AMENDED COMMENT FROM BCAAC

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Dear Tania

With reference to my latest email, I have received important information from a BCAAC colleague, which I request you take into consideration.

As the host building lies within the Bloomsbury Conservation Area, and the applicant is requesting Advertisement Consent, it is essential to ensure there is no harm to amenity, which includes any kind of harm to conservation.

The sign should be a traditional top-hung solid sign, externally illuminated if they wish, but as a point of design, it should NOT be a hollow 'box' sign.

The sign should also be at fascia level, and ideally on the 'other side' of the shopfront to avoid its visual clash with the traditional pub front and its traditional projecting lights.

There is nearby example of appropriate signage on the other side of the road at 99 Judd Street (Bloomsbury Osteopathy) which the applicant could refer to.

As a result of the above detailed information, please note that we do NOT remove our objection to the sign - and as it was installed BEFORE any application was granted, we suggest that it is removed immediately until replaced by a more appropriate sign.

Best wishes

Debbie

Debbie Radcliffe

For Bloomsbury Conservation Area Advisory Committee  
61b Judd Street, London WC1H 9QT