

## Enforcement Notes

19.08.21 reported, 08.03.2026 inspected

96 total sites

Reported / inspected by Owen Ward with Bloomsbury CAAC.

Ref	Address	Designations	As Reported 19.08.2021	Outcome 13.06.22	As inspected 08.03.2026	Current Breaches
	<b>Euston Road (14)</b>					
	1 Euston Road (Reel Time > Game Nation)	King's Cross CA Setting of Grade I	No breach observed		Increase in advertisement size and alterations to shopfront. No PP.	Ads, shopfront
EN21/0855	3 Euston Road (Bamboo)	King's Cross CA Setting of Grade I	Inappropriate shopfront	PP registered	PP approved	
EN21/0873	5-7 Euston Road (Ladbrokes)	King's Cross CA Setting of Grade I	Internally lit signage	<b>CLOSED</b> Immune from action	No change	
	9 Euston Road (La Regina > Altonapoli)	King's Cross CA Setting of Grade I	No breach observed		No change	
EN21/0866	11 Euston Rd (KX Currencies)	King's Cross CA Setting of Grade I	Excessive and illuminated signage	Letter sent	No change – worsened	Ads
	13-15 Euston Road (McDonald's)	King's Cross CA Setting of Grade I	No breach observed		Demolished	
EN21/0870	17-21 Euston Rd (PO)	King's Cross CA Setting of Grade I	Graffiti	Letter sent	Demolished	
	23 Euston Road (Spagnoletti)	King's Cross CA Setting of Grade I	No breach observed		No change	
	25 Euston Road (Thomas Exchange)	King's Cross CA Setting of Grade I	No breach observed		No change	
EN21/0857	27-29 Euston Road (Burger King)	King's Cross CA Setting of Grade I	Internally lit signage	<b>CLOSED</b> Immune from action	No change	
	31 Euston Road (HSBC)	King's Cross CA Setting of Grade I	No breach observed		No change	
EN21/0869	O/S 31 Euston Rd (King's Cross Mobile)	King's Cross CA Setting of Grade I	Excessive signage	Letter sent	Ongoing – temporary removal	Ads
	10 Argyle Street (Standard Hotel)	King's Cross CA Setting of Grade I	No breach observed		No change	
	73-77 Euston Rd (O'Neill's PH)	King's Cross CA Setting of Grade I	No breach observed		No breach observed New ads with PP.	
	<b>Gray's Inn Road (33)</b>					
EN21/0856	251 GIR (Boobooks)	King's Cross CA	Signage on railings	Letter sent	Success	
	253 GIR (Forwarding address)	King's Cross CA	No breach observed		No change	
EN21/0872	255 GIR (KX TCM / Herbal Centre)	King's Cross CA	Excessive posters in windows	<b>CLOSED</b> Does not warrant action	No change	
	257-259 GIR (Costa)	King's Cross CA	No breach observed		No change	

	261-265 GIR (Clink Hostel)	King's Cross CA	No breach observed		No change	
	267-275 GIR (Co-op)	King's Cross CA	No breach observed		No change	
	279 GIR (Aux Pains de Papy)	King's Cross CA	No breach observed		No change	
	281 GIR (DRC Embassy)	King's Cross CA	No breach observed		Replacement shopfront & internal illuminated signage	Ads, shopfront
	283 GIR (London Doctor's Clinic)	King's Cross CA	No breach observed		Replacement shopfront and internal illuminated signage	Ads, shopfront
EN21/0874	285 GIR (Printing Centre?)	King's Cross CA	Excess Signage along railings	<b>CLOSED</b> Signs removed	Success	
	287 GIR (King's Cross Dental)	King's Cross CA	No breach observed		No change	
EN21/0859	289 GIR (2 hour dry clean > ?)	King's Cross CA	First floor signage	<b>CLOSED</b> Signs removed	Untidy hoarding (Abandoned construction site )	Untidy
	291 GIR (Aitken Alexander Associates)	King's Cross CA	No breach observed		No change	
EN21/0859	293 GIR (Cappadocia / Guzel)	King's Cross CA	Internally lit & high-level signage	Letter sent	No change	Ads
EN21/0859	295 GIR (Avocado > Aliadent)	King's Cross CA	First floor signage internally illuminated	Letter sent	No change	Ads
	297-305 GIR (Places for People)	King's Cross CA	No breach observed		No change	
	307 GIR (Emporium)	King's Cross CA	No breach observed		New internally lit signage	Ads
	309 GIR (ISATS NHS)	King's Cross CA	No breach observed		No change	
	311 GIR (Subway)	King's Cross CA	No breach observed		New internally lit signage	Ads
EN21/0868	313 GIR (KX Luggage)	King's Cross CA	Illegal signage	<b>CLOSED</b> Signs removed	Signs reinstated	Ads
	315 GIR (Café Plaka)	King's Cross CA	No breach observed		No change	
	317 GIR (Elite Peri Peri)	King's Cross CA	No breach observed		New internally lit signage	Ads
EN21/0876	319 GIR (Tips and Toes)	King's Cross CA	Untidy shopfront & high level signage	<b>CLOSED</b> High level signs removed	High level signage removed, but no alteration to untidy shopfront.	Ads
EN21/NEW	321 GIR (Computer Centre)	King's Cross CA	First floor signage	Letter to be sent	High level signage removed.	
EN21/0865	323 GIR (KFC)	King's Cross CA	First floor signage	Letter sent	High level signage removed.	
EN21/0861	325 GIR (Chilli Shaker > Main Chick)	King's Cross CA	Illegal signage	Letter sent	New signage incl. high level & shopfront altered	Ads, shopfront
EN21/0863	327 GIR (Creams)	King's Cross CA	Illegal shopfront	<b>CLOSED</b> PP granted	Internally lit signage retained without PP. Uplighters to façade.	Ads
EN21/NEW	329-331 GIR (Franchis > Zoya)	King's Cross CA	First floor signage	Letter to be sent	New high-level signage	Ads
EN21/0862	333 GIR (Costcutter > Costles)	King's Cross CA	Internally illuminated signage	Letter sent	New signage internally lit	Ads
	335-337 GIR	King's Cross CA	No breach observed		New ATM – dismissed at appeal	Shopfront

	(Nisa > Morrisons)					
	339 GiR (Casa Mama > Taj Mahal)	King's Cross CA	No breach observed		2 new internally lit signs	Ads
EN21/0871	341 GiR (Tandoori)	King's Cross CA	Internally lit signage at plinth	Letter sent	Unchanged	Ads
EN21/0867	345 GiR (Luggage Storage)	King's Cross CA	Signs on railings & enclosure	Signs removed	Signs put back, enclosure in place	Ads, shopfront
					14...+12?	
	<b>Leigh St (14)</b>					
	3 Leigh St (Pitted Olive)	Bloomsbury CA Grade II Listed	No breach observed		No change	
EN21/0957	4 Leigh St (Depa)	Bloomsbury CA Grade II Listed	Internally illuminated projecting sign	Removal in progress	New ads, design, etc on listed building	Ads LBC
EN21/0958	5 Leigh St (Snow White > Biryani Wali)	Bloomsbury CA Grade II Listed	Fascia sign without LBC & internally illuminated projecting sign	Letter sent	New ads, design, etc, internal alts on listed building	Ads LBC, internal alts LBC
	6 Leigh St (Arte & Still > Galaxy Nails)	Bloomsbury CA Grade II Listed	No breach observed		New lights, windows painted, without LBC.	Ads LBC
	7-8 Leigh St (North Sea Fish)	Bloomsbury CA Grade II Listed	No breach observed		New lights without PP/LBC.	Ads LBC
	13 Leigh St (Collinge & Clark)	Bloomsbury CA Grade II Listed	No breach observed		No change	
	14 Leigh St	Bloomsbury CA Grade II Listed	Unauthorised COU from E to C3 at front GF		No change	COU LBC
EN21/0968	15 - 16 Leigh St (Chilli Cool)	Bloomsbury CA Grade II Listed	Unauthorised advertisements in shopfront, no LBC.	<b>CLOSED</b> No action	New signage, ongoing alterations internally without LBC.	Ads LBC, internal alts LBC
EN21/0959	17 Leigh St (Dipa Travel)	Bloomsbury CA Grade II Listed	Excessive stickers in shopfront, projecting sign, listed building.	Letter to be sent. Action not expedient.	Some reduction in stickers, but some still remain along with projecting sign.	Ads LBC
EN21/0960	18 Leigh St (E to part C3)	Bloomsbury CA Grade II Listed	Unauthorised COU from E to C3 at front GF	PCN to be sent	No change	COU LBC
	28 Leigh St (Norfolk Arms PH)	Bloomsbury CA	No breach observed		No change	
	4 Medway Court (Vital > Fiena)	Bloomsbury CA	No breach observed		New illuminated signage, cooking extracts	Ads, shopfront
	2-3 Medway Court (John Walker Pharmacist)	Bloomsbury CA	No breach observed		No change	
	1 Medway Court (Supersave)	Bloomsbury CA	No breach observed		No breach observed. Like-for-like signage replacements.	
	<b>Tavistock Place (5)</b>					
EN21/0961	23 Tavistock PI (Beauty and Pampering)	Bloomsbury CA	Internally illuminated sign and untidy painting of fascia	Letter sent	Breach continuing	Ads
	50 Tavistock PI (Pizza Sophia)	Bloomsbury CA	No breach observed		No change	
EN21/0962	52 Tavistock PI (Bumble bees)	Bloomsbury CA	lluminated projecting signage benefitting from deemed consent	<b>CLOSED</b> Not sufficient to discontinue	New internally lit fascia signage	Ads
	54 Tavistock PI (Store St Espresso)	Bloomsbury CA	No breach observed		No change	

EN21/0963	56 Tavistock Pl (SPS)	Bloomsbury CA	Internally illuminated and excessive signage	Letter to be sent	Breach continuing	Ads
	<b>Judd Street (17)</b>					
	65 Judd St (Greater London Properties)	Bloomsbury CA	No breach observed		No change	
	120 Cromer Street (OneKX > Central YMCA)	Bloomsbury CA	No breach observed		No breach observed. Like-for-like signage replacements.	
EN21/0965	90 Judd St (Sauna Spa and Therapy)	Bloomsbury CA Grade II Listed	Internally illuminated projecting sign	Letter to be sent	Reposessed	
	93 Judd St (London Centre of Trichology)	Bloomsbury CA Grade II Listed	No breach observed		No change	
	92-94 Judd St (Space Centre)	Bloomsbury CA	No breach observed		No change Reposessed	
EN21/0967	97 Judd St (Bodyset / Chris Syrimis & Co)	Bloomsbury CA Grade II Listed	Bright green paint below railings	<b>CLOSED</b> Colour removed	Success	
	99 Judd St (Bloomsbury Osteopathy)	Bloomsbury CA Grade II Listed	No breach observed		No change	
	100-102 Judd St (Half Cup Café)	Bloomsbury CA	No breach observed		No breach observed Like-for-like signage replacements	
EN21/0971	104 Judd St (London Lab > Bodybox)	Bloomsbury CA	illuminated fascia sign	<b>CLOSED</b> No action – no reason given	New illuminated signage	Ads
	105 Judd St (RNIB > ?)	Bloomsbury CA	No breach observed		No breach observed Under redevelopment with PP	
	106 Judd St (Bamboo Natural Therapy)	Bloomsbury CA	No breach observed		No change	
	108-110 Judd St (Savant > Continental)	Bloomsbury CA	No breach observed		New internally lit signage	Ads
EN21/0296	112 Judd St (Nonos)	Bloomsbury CA	Internally illuminated signage	PP registered	PP refused, breach continuing.	Ads
	114 Judd St (Skinners Arms)	Bloomsbury CA	No breach observed		No change	
	116 Judd St (Unknown)	Bloomsbury CA	No breach observed		No change	
	120 Judd Street (Ethio)	Bloomsbury CA	No breach observed		Excessive clutter and graffiti	Untidy
	123 Judd Street (BT Openreach > ?)	Bloomsbury CA	No breach observed		No change Under redevelopment	
	<b>Marchmont Street (13)</b>					
	74 Marchmont St (Valencia Café)	Bloomsbury CA	No breach observed		New internally lit fascia and external menu boards	Ads
	76 Marchmont Street (Moreish > La Dolce)	Bloomsbury CA	No breach observed		New canopies and window-stickers	Ads, shopfront
	78 Marchmont Street (Golden Launderette)	Bloomsbury CA	No breach observed		New internally-lit fascia and roller blinds.	Ads, shopfront
	80 Marchmont Street (William Hill)	Bloomsbury CA	No breach observed		No change	
	81 Marchmont Street	Bloomsbury CA	No breach observed		New internally lit signage, no consent	Ads

	(Frank Harris)					
	82 Marchmont Street (Judd Books)	Bloomsbury CA	No breach observed		No change	
EN21/0969	83 Marchmont St (Creative Gold)	Bloomsbury CA	Internally illuminated signage	Letter to be sent	Breach continuing	Ads
EN21/0974	84 Marchmont St (Unwins > K&K Couture)	Bloomsbury CA	Internally illuminated projecting sign.	PP to be submitted	New owner. Projecting sign removed.	
EN21/0964	85 Marchmont St (Fork Deli > Lever and Bloom)	Bloomsbury CA	Internally illuminated projecting signage	<b>CLOSED</b> Not expedient	New internally lit fascia signage	Ads
	87-89 Marchmont St (Choppaluna > Smoke & Bloom)	Bloomsbury CA	No breach observed		Larger internally lit signage	Ads
	91-93 Marchmont St (Lord John Russell PH)	Bloomsbury CA	No breach observed		No change	
	96 Marchmont St (Bond Dental)	Bloomsbury CA	No breach observed		No breach observed. New shopfront, ads, with consent.	
EN21/0973	98 Marchmont St (San Marzano > Gaardz)	Bloomsbury CA	Illegal alterations to shopfront, signage, railings, unauthorised change of use.	Letter to be sent	Railings temporarily removed, put back in place. New owner. New PP under consideration.	Ads, shopfront, COU

## STATS

19.01.2021

Commercial properties reviewed	96
Initial reports	38
Immunity /no breach	4
Total breaches	34
Not expedient	3
Action pursued	31
Percent breaches	35%
Percent pursued	32%

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08.03.2026

Breaches resolved	6
Sites closed/demolished	2 (breaches) + 2 (no breaches)
Breaches continuing	17
New breaches	28
No breach, no change	33
Legal change with PP/ADV	7
Incidental success	1
Total breaches:	45

### Breakdown of current breaches

Ads only	25
Ads on listed building only	4
Unauthorised alterations to listed building	2
Unauthorised change of use to listed building	2
Unauthorised alterations to shop/shopfront	10
Graffiti, untidy shopfront, etc (s.215)	2

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Original breaches	34 / 96
Current breaches	45 / 94 (loss of 2 units)
Current Percent	48%

Ref	Address	As Reported 19.08.2021	Outcome 13.06.22	As inspected 08.03.2026
	Discounted			
EN21/0762	45 Grafton Way	Internally illuminated sign	No action	
EN21/0970	17 Hunter St	Internally illuminated signage	Letter to be sent	
EN21/0415	35 Gt Russell	Inappropriate signage	Letter to be sent	
EN21/0413	39 Gt Russell	Inappropriate signage	Letter to be sent	
EN21/0414	40 Gt Russell	Inappropriate signage	Letter to be sent	