

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2015/0870/P	Bloomsbury CAAC	61B Judd Street London WC1H 9QT	19/03/2015 21:28:49	OBJ	<p>The Advisory Committee objects strongly to the application to change the use of a BT telephone box to a self-contained retail kiosk. This proposed commercial enterprise will impact negatively on the easy passage of pedestrians who flock in large numbers along Great Russell Street; it will also impact negatively on the quality of life of those who live and work opposite. [DP26: Managing the impact of development on occupiers and neighbours]. In particular the proposal goes against Camden's Policy DP25: Conserving Camden's heritage. This policy is intended to take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas. I would draw your attention to section 5.46 of Bloomsbury Conservation Area Appraisal and Management Strategy, adopted 18 April 2011. This states that "The British Museum is a cultural institution of international importance, occupying a major ensemble of outstanding grade I listed buildings which make a significant contribution to the character and appearance of this the Conservation Area as a whole. The principal South Front addresses Great Russell Street." Section 3.15 details notable views to landmarks within and outside the Conservation Area that assist orientation and navigation. They include the view east and west along Great Russell Street of the British Museum. "Set back from the frontage behind tall railings and a mature line of trees, this frontage (of the British Museum) forms an impressive landmark along Great Russell Street." The change of use of a BT phone box into a retail kiosk completely undermines the status of this Grade I listed landmark building. It will increase a sense of clutter on the street. It will have a negative impact on the views. The unwelcome intrusion of an inappropriate focus for commercial activity will certainly not preserve and enhance the character and appearance of the conservation area. The addition of advertising, self service coffee machines or whatever else is proposed for the BT telephone kiosk will cause harm to the conservation area. The planning application should be refused.</p>
