



RE: ST GILES HOTEL, Bedford Ave/Tottenham Court Road, APPLICATION 2015/32310/A - Objection

I write to object to the above application in the strongest possible terms.

I am a long-term Camden resident and have lived in a mansion block overlooking the St Giles Hotel since 1978, when it was still the YMCA Hostel.

Since the St Giles took over the Hostel, we residents have been subjected to a continual and escalating barrage of noise, light, sound and air pollution by the St Giles, carried on in flagrant disregard of existing regulations.

When challenged, the St Giles cynically put in retroactive applications - which are usually approved by Camden, much to the dismay of the many local residents affected, who pay Camden rates.

This application for a hoarding is the latest example, but it sets a horrible precedent. There is no advertising of this kind in the area at present, it will cause light pollution, and draw in more night traffic (pedestrian and auto) than the area can handle. It is going to have a huge negative impact on residents, who have rights that Camden tend to overlook.

There is no NEED for this advertising construction. It will definitely impact negatively on noise, safety and light pollution for the many residents who live adjacent to the St Giles, and permission should not be given.

Keep me informed of the status of this application.

Dr L. O'Connor  
118 BCM

Subject: OBJECTION, St Giles Hotel application 2015/3210/A

I am a local resident and object to the above application

This is not Piccadilly Circus, although this new application wishes to erect such a hoarding to imitate this. The surrounding streets are residential and the impact of such a hoarding would be disastrous. There is no precedence to this type of advertising, and we are not

looking to replicate Piccadilly circus in any way. Whilst I appreciate that the intersection upgrade at Tottenham Court Road will provide better access to the various businesses in the area - we must realise and protect residents whose right to a quiet life in the evening could be fundamentally changed. Light reflection from the building opposite would cause a problem, increased noise from revellers at night, rat race of drivers on side streets - the list goes on.

You will remember the hoarding from Hudsons House, and the impact this had on residents who live opposite as well as down the street

The council should also be there to protect the rights of residents and I hope that consideration be given to this over the need for an advertising hoarding.

Regards

David Judd