



BUS SHELTER OUTSIDE

99 GOWER STREET, LONDON WC1E 7JG

DISPLAY OF DIGITAL SCREEN AND POSTER PANEL ON BUS SHELTER

Application for advertisement consent: 2015/5230/A

This is one of several matching applications from which we conclude that J C Decaux are intent on destroying the character of the Bloomsbury Conservation Area. The Bloomsbury Association object to these proposals and wish to make the following comments.

1. The proposed digital sign, by reason of its size, siting and method of illumination would result in an overly dominant and incongruous addition which would be detrimental to the character and appearance of adjacent listed buildings, the streetscene, and Bloomsbury Conservation Area. The proposal is therefore contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

2. The proposed digital sign, by reason of its size, siting and method of illumination close to a main road, would be likely to distract pedestrians and road users to the detriment of highway and pedestrian safety, contrary to Policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and Policy DP21 (development connecting to the highway network) of the London Borough of Camden Local Development Framework development Policies.

The Association supports good quality design that will enhance Bloomsbury's streetscape, which this clearly does not. With such a demonstrable breach of the Council's planning policies and of its supplementary planning guidance, we look to the Council to refuse this application.

We would be grateful if you would let us know of any further modification to the application; the decision, if it is to be decided under delegated powers, or the meeting date if it is to be decided by Committee.

Stephen Heath

On behalf of the Bloomsbury Association