

[REDACTED]
Sent: 24 June 2015 19:17

[REDACTED]
Subject: APPLICATION NO 2015/3210/A

Dear Sir/Madame,

I object to the below application and voice my dismay that St Giles Hotel is allowed to have the canopy they **illegally** erected.

Kind regard,

[REDACTED]

London

[REDACTED]

APPLICATION NO 2015/3210/A

CASE OFFICER Jagdish Akhaja

ANTICIPATED DEC. ROUTE Delegated

LOCATION St Giles Hotel

Bedford Avenue

London

WC1B 3GH

PROPOSAL Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd

floor level.

APPLICANT Mr Martin Stephens AGENT

991 Great West Road

Brentford

Middlesex

TW8 9DN

From: [REDACTED]
Sent: [REDACTED]
To: Akhaja, Jagdish
Subject: FW: APPLICATION NO. 2015/3210/A-CASE OFFICER JAGDISH AKHAJA - ST GILES HOTEL

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

FYI

Regards

[REDACTED]
Customer Service Officer
Contact Camden

From: Rachel Cousins [mailto:[REDACTED]]
Sent: 26 June 2015 13:43
To: Planning and Public protection
Cc: Harrison, Adam (Councillor); Madlani, Rishi (Councillor); Beaumont, Elizabeth
Subject: APPLICATION NO. 2015/3210/A-CASE OFFICER JAGDISH AKHAJA - ST GILES HOTEL

Dear Sirs,

Kindly note that I object to the above application relating to an unsightly digital display screen at the Tottenham Court Road elevation of St Giles Hotel.

This is not in keeping with the local area and the historical and visual significance. Thus the proposed display will create an unwelcome substantial change to that local area.

I cannot see why something of this importance is capable of being decided by a single officer in Fast Track Development. At the very least this type of alteration should be put before the Planning Committee.

Such a proposed sign will detrimentally effect our environment which is, after all, an area containing a significant amount of residential property.

Therefore, I require that my objection is suitably registered.

M STROUD 104 BEDFORD COURT MANSIONS

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From: Roger Myddelton <[REDACTED]>
Sent: 02 July 2015 11:53
To: Planning; Akhaja, Jagdish; Planning and Public protection
Cc: Harrison, Adam (Councillor); Beaumont, Elizabeth; Madlani, Rishi (Councillor)
Subject: St Giles Hotel, Application 2015/3210/A for consent to display advertisements

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

Dear Sirs,

My wife and I live in Bedford Avenue, close to the St Giles Hotel, and are horrified at the scale of the advertising screens that are being proposed. They seem disproportionate to the immediate surroundings and entirely inappropriate so close to two conservation areas. Their area would exceed that of a "singles" tennis court – and their height and brightness will make them visible for a very considerable distance.

In the supporting brochure stress is put on the commercial nature of the area – but Bedford Avenue is mainly residential, and the proposed north screen will be very visible for much of its length – most of which is in the Bloomsbury conservation area. There are many people living in Great Russell Street too, so similar objections can be made to the proposed south screen.

The idea that the proposed screens, will enhance the appearance of the St Giles Hotel seems to us to be absurd. The design of the hotel is not to everyone's taste – but it has some strength and consistency which would – in our view - be diminished if this application is approved. Also, Tottenham Court Road is not devoid of architectural interest, and advertising screens of the size proposed would, we believe, detract from the amenity the area enjoys.

This seems to us to be an important planning decision, that will have a considerable impact – for the worse in our opinion – on the area in which we live. We hope that this application will be referred to an appropriate Planning Committee and that it will be decided by our elected representatives.

We object strongly to the application. Please keep us advised of developments.

Yours faithfully,

Roger and Bridget Myddelton

111 Bedford Court Mansions
Bedford Avenue
London WC1B 3AG

[REDACTED]
2 July 2015

From: David Judd <[REDACTED]>
Sent: 06 July 2015 13:51
To: Planning; Planning and Public protection; Akhaja, Jagdish
Cc: Beaumont, Elizabeth; Harrison, Adam (Councillor); Madlani, Rishi (Councillor); Chris Gardener; Stephen Heath; Kaori O'Connor; Chrissie Ganjou
Subject: OBJECTION, St Giles Hotel application 2015/3210/A
Follow Up Flag: Follow up
Flag Status: Flagged
Categories: Red Category

Dear All

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

[REDACTED]

From: Kaori O'Connor [REDACTED]
Sent: 07 July 2015 13:07
To: Planning
Cc: Planning and Public protection; Akhaja, Jagdish; Beaumont, Elizabeth; Harrison, Adam (Councillor); Madlani, Rishi (Councillor); Chris Gardener; Stephen Heath
Subject: Re: OBJECTION, St Giles Hotel application 2015/3210/A

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

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

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Regards

David Judd

From: [REDACTED]
Sent: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: [REDACTED]

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Red Category

FYI

[REDACTED]

Telephone: [REDACTED]
From: Shane Duffy [REDACTED]
Sent: 24 June 2015 22:58
To: Planning and Public protection; Harrison, Adam (Councillor); Madlani, Rishi (Councillor);
Beaumont, Elizabeth
Cc: Paul Spyker
Subject:

Dear Sir / Madam

I am writing to Object to the below proposal of a digital display at St. Giles Hotel (see details below). This is not in keeping with any other building in the area and will not add to enhancing this building. The display is not needed as there are already signs advertising this building.

yours sincerely

Dr. Shane Duffy
12 A Adeline Place
London
WC1B 3AJ

APPLICATION NO 2015/3210/A

CASE OFFICER Jagdish Akhaja

ANTICIPATED DEC. ROUTE Delegated

LOCATION St Giles Hotel

Bedford Avenue

London

WC1B 3GH

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