

Gentet, Matthias

From: Margaret Richardson <margaretrichardson1@btinternet.com>
Sent: 01 March 2016 17:06
To: Gentet, Matthias
Cc: gordon macqueen
Subject: Application 2016/0547/A 174 Camden High Street, NW1 0NE

Dear Matthias,

We are writing on behalf of the Camden Town CAAC.

We strongly object to the display of a shroud and 2 externally illuminated advertisements on the Camden High Street and Greenland Road elevations.

Britannia Junction is the heart of Camden Town and an important junction of six roads. Our 'Camden Town Conservation Area Appraisal and Management Strategy' describes the site as 'The Camden Road/ Greenland Road corner is distinctive, especially in long views along Parkway, with buildings of four storeys with an additional fifth attic'.

One of the proposed advertisements above the entrance to the World's End pub can be seen from Parkway and especially from the concourse outside Camden Town tube station.

The second larger advertisement on Greenland Road can also be seen for some distance down Camden High Street.

Naturally, in terms of advertising, the two sites are ideal!

We feel downhearted about this application as we tried to stop similar advertisements on this site in 2014. The first 2014 application was approved. Then the applicant applied to extend their period for another 6 months. This second application was thankfully refused and the reasons are given on your web site under 2014/3345/A.

In the same way we are sure that the applicant will also want to extend this application for a further six months - or even longer.

The reasons given in 2014 for refusal can equally be applied to the present application. As it said, 'The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building, its visually prominent location and method of illumination, would result in an overtly dominant location which is harmful to the character and appearance of the host building, streetscape and the Camden Town Conservation Area.

These advertisements, in this present application, will be equally dominant and will be harmful to the appearance of our Conservation Area.

Yours sincerely,

Gordon Macqueen & Margaret Richardson, Co-Chairs of the Camden Town CAAC,
31 Oval Road,
London NW1 7EA