

Dike, Darlene

From: Nick Rae [REDACTED]
Sent: 24 June 2015 12:10
To: Planning
Subject: Re: Comments on 2015/3210/A have been received by the council.

Re 2015/3210/A complaint, please accept my typo corrected complaint:

> I object to this application. The design & access statement shows misleading reference photographs -they show good examples of flush giant media walls well integrated into the context of their host buildings, at sites where there is plenty of open public space. In this application's instance, the existing cuboid form of the protruding lower levels are substantially concrete faced, and can be "read" as part of the overall building. Were they to be clad in garish illuminated signage they would resemble a clumsy, offensive hoarding-style afterthought. Additionally the site is not mostly viewed from afar, as is normal with giant mediwalls, but from pedestrians & drivers close to the wall, this isn't acceptable or sensible.

On 24 Jun 2015, at 12:03, planning@camden.gov.uk wrote:

> I object to this application. The design & access statement shows misleading reference photographs -they show good examples of flush giant media walls well integrated into the context of their host buildings, at sites where there is ice open public space. In this applications; instance, the existing cuboid form of the protruding lower levels are substantially concert faced, and can be "read" as part of the overall building. Were they to be glad in garish illuminated signage they would resemble a clumsy, offensive .afterthought. Additionally the site is not mostly viewed from afar, as is normal with giant mediwalls, but from pedestrians & drivers lose to the all, this isn't acceptable or sensible.

>
> Comments made by N Rae of 29-30 Kings Mews [REDACTED]
> [REDACTED] Preferred Method of Contact is Email
>
> Comment Type is Comments made-Email (personal)
>
>

Dike, Darlene

From: Smithson, Annette
Sent: 25 June 2015 08:33
To: Planning
Subject: Digital display ST Giles hotel

Hi

I believe this is a planning matter.

Regards

Annette Smithson
CSO
Culture and Customers
Culture and Environment
London Borough of Camden

Telephone: 020 7974 1630
Web: camden.gov.uk
1st Floor
Roy Shaw Centre
3-5 Cressy Road
London NW3 2ND

Please consider the environment before printing this email.

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

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

Dike, Darlene

From: Smithson, Annette
Sent: 25 June 2015 08:43
To: Planning
Subject: FW: APPLICATION NO 2015/3210/A

FYI

Annette Smithson
CSO
Culture and Customers
Culture and Environment
London Borough of Camden

Telephone: 020 7974 1630
Web: camden.gov.uk
1st Floor
Roy Shaw Centre
3-5 Cressy Road
London NW3 2ND

Please consider the environment before printing this email.

From: [REDACTED]
Sent: 24 June 2015 19:17
To: Planning and Public protection; Harrison, Adam (Councillor); Madlani, Rishi (Councillor); Beaumont, Elizabeth
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,



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

Dike, Darlene

From: chris gardiner [REDACTED]
Sent: 25 June 2015 10:24
To: Planning; Planning and Public protection; Akhaja, Jagdish; Chris Gardiner
Cc: Beaumont, Elizabeth; Harrison, Adam (Councillor); Madlani, Rishi (Councillor); Bloomsbury Association Planning
Subject: OBJECTION, St Giles Hotel application 2015/3210/A

Dear Sirs,

25th June, 2015.

As a local resident, I wish to object to this application for the following reasons.

The scale of such an advertising screen will have a material impact on the immediate and surrounding area. No such screen currently exists in the area and so we are looking at a proposal that will have an enormous impact. I say for the worse.

The impact of what appears to be a re cladding of two upper floors on its entire street frontage will have an impact on other retail units that share the same retail frontage as well as being adjacent to several conservation areas and next to adjoining listed buildings. The light pollution ramifications are not desirable.

The plans show a "north side screen" on Bedford Avenue and a "south side screen" on Great Russell Street. In both cases the location here is adjacent to large a number residential dwellings and I would suggest no resident would want the light pollution and change of atmospherics of such a proposed advertising screen.

I wish to add that Camden might want to consider the ownership structure of The St Giles Hotel and various sub leases and assess whether all proper consents have been granted in relation to this application and the proposed structure.

I would be grateful if you can keep me informed of any decision here. Thank you.

Chris Gardiner
112 Bedford Court Mansions
Bedford Avenue
London
WC1B 3 AG

[REDACTED]

I have lived at this address for more than five years.

Kind regards,

Chris Gardiner