

**Dike, Darlene**

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**From:** Lord Richard [REDACTED]  
**Sent:** 28 August 2016 18:26  
**To:** Young, Tony; Planning  
**Cc:** Ricci de Freitas  
**Subject:** Re: Subject: 2016/4196/A - Application for consent to display an advertisement at 37 Tavistock Place, WC1

Dear Tony Young and Camden Planning Office

**Re: Subject: 2016/4196/A - Application for consent to display an advertisement at 37 Tavistock Place, WC1**

I hope you had a good holiday. I tried unsuccessfully to find the comments box for this application several weeks ago. When I took advice, I was told:

The application page you provided the link for actually says the application was registered on 01.08.16 and comments are until 27.07.16. This is nonsense and surely must be an error, ie comments should be able to be made until 28 August, if registered on 1st August.

I appreciate that the application is being made by Imperial Hotel – the current owner of the building – but as it relates to Generator signage and advertising, I refer to ‘The Generator’ throughout these comments/objections.

When I notified your office of this, I was told to lodge an objection by email with you, personally, with Camden Planning office copied in. I am doing this with this email.

I thank you for this, but am concerned that this means due process of notification (far less consultation) has NOT taken place with the relevant communities – particularly, in my case with local residents affected.

I appreciate that now greater awareness of this application has circulated on the grapevine, there may well be organisations like Bloomsbury CAAC and the Marchmont Association who may well lodge comments and/or objections with you. However, often the average resident likes to see the comments of others on your website before making their own comments. This is not possible when, as of now, individuals are being asked to email you privately.

**I write in both my personal capacity and as Secretary of Knollys House Residents’ Association, as a committee member representing 42 flats.**

I particularly ask you to stand outside the King of Falafel Café at the Junction of Tavistock Place and Hunter Street. If you then look down the north side of Tavistock Place you will see a fine range of architecture and buildings NONE with obviously commercial signage – far less illuminated signage and illuminated advertising. Let your eyes move from Albany House, to Knollys House, to 37, Tavistock Place with its beautiful facade, to the property beyond (owned, I believe by Imperial Hotels as

residences for their staff). Then 25-31 Tavistock Place, used by Birkbeck and very tastefully maintained and improved in recent years. Even when you move further to the Print Shop and Moorish restaurant the aesthetic remains tasteful, AND CERTAINLY NO ILLUMINATED SIGNS, even though these latter are commercial businesses, s might be more appropriate as very near Marchmont Street. Indeed, all the way down the North side of Tavistock Place, the fine aesthetic continues – taking in the present School of Tropical Hygiene and Medicine, University of London right on down to Mary Ward House and beyond.

If you then imagine the proposed application being granted approval, it will appear as a blight breaking up the entire vista. I submit such pandering to commercialism over aesthetics may well set a precedent for further applications in regard to, prima facie, inappropriate illuminations. At the moment the King of Falafel Café turns off its lights in the evening, including the dull green ‘café’ illumination as well as the flashing ‘open’ lights. **I don’t think there is a case for giving The Generator special treatment in regards to illumination and signage.** Why now? They have managed to date without this proposed new development.

As you may know, the Generator developed into its present mammoth occupancy largely undetected. This is not the place to rehearse all the adverse publicity concerning these ‘facts’ and their attendance noise nuisance and business rates issues that have come to the fore, especially in recent years

It may be relevant to mention that Universities are increasingly being run as businesses now, but UCL and the University of London have been fastidious recently in consulting such bodies as the Marchmont Association and taking their views into consideration. To my knowledge, of the larger local organisations, the Generator stands out as the one organisation that – on the record- causes so much blight to local residents, in terms of noise nuisance, potential pollution (witness the recently withdrawn application for antennae on top of their building). Most noticeable, too, is the fact that the Generator has yet to implement ANY stage of the noise nuisance abatement ‘agreement’ made following the extended meetings with local residents, local politicians, and Camden council officials. I refer to their recent permission granted for their application to construct a new frontage, inter alia, to reduce noise for local residents. NO ACTION VISIBLE TO LOCAL RESIDENTS HAS TAKEN PLACE ON THIS.

I think a moratorium on further new application permissions from the Generator – **in this case, of course by Imperial Hotel on the Generator’s behalf** - should be applied by the Council until some of these other application matters have been resolved, withdrawn, or acted on, as appropriate.

IN SUMMARY: I object to the proposal on the grounds, inter alia, of DP 26 ‘Residential Amenity’ being prejudiced. I would add that although I have focused on the ‘illumination aspect’, I believe the colour scheme to be inappropriate to the surrounding – principally red brick and white of – buildings.

Many thanks

I would appreciate an acknowledgement of satisfactory receipt of these comments, as would be the case if they were lodged online.

Professor Richard Ekins  
Resident and Secretary  
Knollys House Residents' Association