

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/0535/A	Judith Clute John Clute	221B Camden High Street London NW1 7BU	27/02/2017 12:31:49	OBJECTIVE R	2017/0535/A

1/ We are not happy to receive notice of a proposed introduction of advertising into Camden High Street in the form of a notice, pasted to a tree, which does not in fact use the word advertising. Only upon speaking to a person in Camden do we learn that the coding in the notice indicates that advertising is at issue. This is a game changer and residents should have been more clearly informed of the implications of this application.

2/ As residents directly impacted by this proposal, we wish to put on record our strong opposition to the installation of "internally illuminated digital screens" for the purposes of advertising at 190 Camden High Street, that address representing the existing freestanding telephone booths. Camden Council has made it clear over the past several years that they are opposed to the imposition of any further advertising in Camden High Street and immediate environs, and have acted as though they are additionally anxious to reduce the amount of advertising in this congested area. The proposal therefore violates clear policy.

3/ The proposal as described provides no indication as to the orientation of the advertising screens (which could be described as self-illuminated hoardings). Therefore, over and above our strong opposition in principle, we are extremely worried that a successful application might lead to the installation of intrusive illuminated signs directly facing the front windows of our home at 221B Camden High Street.

4/ We furthermore note no reference to the hours during which these signs would be illuminated. Does this absence of restriction imply that they would be illuminated 24 hours a day?

5/ We would finally like to address the issue of Camden's granting of permission several years ago for the construction of a telephone booth directly opposite the existing booths, for which the new application has been made. This earlier booth, directly outside the entrance to 221 Camden High Street, was put in place weeks after Camden had completed its expensive widening of the pedestrian pavement in Camden High Street, and stands sideways to traffic flow, which it blocks. Moreover, the permission for this booth allowed the incorporation of advertising on the south side of the unit - in effect giving permission for an advertising hoarding in the middle of a public right of way, which partially blocks that public right of way. We most strongly object to this harmful installation being used as a precedent for further advertising in the public right of way.

6/ In closing, we would like to indicate that the plans, as ostensibly made available at [www.camden.gov.uk/viewplans](http://www.camden.gov.uk/viewplans), fail to provide any significant detail whatsoever.

Faithfully,  
Judith Clute  
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