

## Gentet, Matthias

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**From:** Whittingham, Gideon  
**Sent:** 18 April 2017 11:34  
**To:** Planning  
**Subject:** FW: From BCAAC - Objection to applications 2017/1256/A; 2017/1268/A; 2017/1267/A;

Gideon Whittingham  
Senior Planning Officer

Telephone: 020 7974 5180



**From:** Debbie Radcliffe [mailto: [REDACTED]]  
**Sent:** 13 April 2017 14:14  
**To:** Whittingham, Gideon  
**Cc:** bcaac@hughcullum.com  
**Subject:** From BCAAC - Objection to applications 2017/1256/A; 2017/1268/A; 2017/1267/A;

Dear Gideon

**Installation of digital advertising screen (3 m height x 2 m width x 0.4 m depth + associated stand (6.3m height, .04m width, .04 m depth)**

**Land Adjacent to 243-245 High Holborn, 2017/1268/A;**  
**Land Adjacent to 128 Theobalds Road, 2017/1256/A;**  
**Land Adjacent to 199 Shaftesbury Avenue, 2017/1267/A;**

The Advisory Committee objects strongly to the applications to install these visually intrusive digital screens at various locations within the Bloomsbury Conservation Area.

The design proposal submitted would be detrimental to the character and appearance of nearby properties, the wider area and the Bloomsbury Conservation Area, contrary to policy CS14 of the Camden Core Strategy and policies DP24 (Securing high quality design) and DP25 (conserving Camden's heritage) of Camden's Development Policies. Also DP26, (Managing the impact of developers on occupiers and neighbours) as the digital advertisement screen will cause excess clutter on the pavement, impede access to passersby, and impact negatively on the quality of life of those who occupy adjacent properties.

The digital screens - and their content (as yet unknown) could easily distract car drivers - which is a safety hazard and contrary to policy CS17 (Making Camden a safer place) of the London Borough of Camden Local Development Framework Core Strategy and C5 (Safety and Security) of the Draft Camden Local Plan 2016.]

All planning applications relating to the installation of digital advertising screens and stands within the Bloomsbury Conservation Area (including others that we have perhaps overlooked) should be refused. Advertising of this nature, on this scale, in these locations will cause harm to the Conservation Area.

I would also draw your attention to the recent refusal of a large number of planning applications for the installation of phone boxes within the Camden, and suggest that the reasons for refusal are precisely the same as for a digital advertising screen with dimensions of 6 metre height x 4 metre width.

To quote from Camden Officers' refusal for application 2017/1091/P - replacing "telephone box" with "digital advertising screen":

*"...by reason of its location, size and detailed design, the installation of a digital advertising screen would add to visual clutter and detract from the character and appearance of the street scene, contrary to Core Strategy Policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality design) of the London Borough of Camden Local Development Framework Development Policies and policy D1 (Design) of the Draft Camden Local Plan 2016.*

*The proposed installation of a digital advertising screen, by virtue of its location, size and detailed design, adding unnecessary street clutter, would reduce the amount of useable, unobstructed footway, which would be detrimental to the quality of the public realm, cause harm to highway safety and hinder pedestrian movement and have a detrimental impact on the promotion of walking as an alternative to motorised transport, contrary to policy CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategies Development Plan Policies and policies DP17 (Walking, cycling and public transport) and DP21 (Development connecting to the highway network) of the London Borough of Camden Local Development Framework Development Policies and A1 (Managing the impact of development), C6 (Access) and T1 (Prioritising walking, cycling and public transport) of the Draft Camden Local Plan 2016."*

We urge you to refuse all applications for the installation of digital advertisement screens.

Kind regards

Debbie Radcliffe  
for Bloomsbury CAAC  
c/o Hugh Cullum Architects  
61B Judd Street, London WC1H 9QT  
[REDACTED]