

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/1774/A	Alexander Krohn	44 Berkeley Road	09/05/2017 08:35:38	OBJ	<p>I object to the plans for an advertising screen in the proposed location.</p> <p>I use this junction twice a day to commute to and from work.</p> <p>I am a cyclist, and the junction of Euston Road and Hampstead Road is busy with motorists; it is not an easy junction for cyclists to negotiate safely.</p> <p>The proposed advertising is an additional distraction for road users that would compromise my safety and that of other cyclists and road users.</p> <p>The positioning of the board adjacent to a Cycle Hire stand exacerbates this problem; by definition, there is lots of cycling activity next to this area.</p> <p>The image on the digital board will change every 10 seconds, increasing the likelihood of distraction on the part of road users, thereby reducing safety.</p> <p>The applicant cites existing advertising on the Euston underpass as a precedent - but this advertising is not visible to road users at the level of the crossing, so shouldn't be a valid consideration. The applicant also cites an advertising hoarding covering the nearby vent shaft; but this conceals a pre-existing ugly structure. The proposed new board is freestanding and is a needless instance of road clutter.</p> <p>I sympathise with Camden Council's requirement to increase revenue as a result of funding cuts. But this application is not a suitable way of mitigating these cuts.</p>
