

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/1987/A	Linus Rees	Fitzrovia Neighbourhood Association Fitzrovia Neighbourhood Centre 39 Tottenham Street W1T 4RX	08/05/2017 17:27:42	OBJ	<p>Our association object to this application</p> <p>The application site is located on the wall at a prominent and busy location within the Charlotte Street conservation area on a corner at number 77 Tottenham Court Road (application site) and number 1 Tottenham Street. Both these buildings are described as positive contributors in the Charlotte Street CA audit 2008.</p> <p>The proposed illuminated display would face north onto the Whitfield Gardens public open space.</p> <p>Most of the buildings surrounding Whitfield Gardens public open space are also positive contributors. There are also listed buildings on the other side of Tottenham Court Road at this junction: Heal's at 191-199 Tottenham Court Road is Grade II* listed, and Glen House at 200-204 Tottenham Court Road is Grade II listed.</p> <p>We also understand that Camden Council has issued "discontinuance notices" for previous adverts in the Tottenham Court Road area.</p> <p>In 2008 Whitfield Gardens was described as a negative contributor to the conservation area.</p> <p>However, Camden Council has made significant changes to Whitfield Gardens since 2008 after carrying out a public consultation on its improvement and completing works successfully. The gardens and its piazza is well used and is an important open space enjoyed by residents, workers and visitors who seek respite away from the commercial activity of the neighbouring streets.</p> <p>This large and intrusive advertising display will directly face onto Whitfield Gardens and have a negative impact on the amenity of people using it. Despite what the applicants say, the media screen will be directly visible to users of Whitfield Gardens who are seated on the piazza.</p> <p>It would also pose a distraction to drivers of vehicles using the soon-to-be two-way Tottenham Court Road approaching the junction of Tottenham Street.</p> <p>The proposal would have a negative impact on the conservation area including listed buildings, impact negatively on the amenity of Whitfield Gardens, and it would be detrimental to the safety of highway users and therefore harmful to public safety.</p> <p>For these three reasons the application should be refused.</p>

Linus Rees  
director and trustee,  
Fitzrovia Neighbourhood Association

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