

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/2098/A	Linus Rees	Fitzrovia Neighbourhood Association Fitzrovia Neighbourhood Centre 39 Tottenham Street London W1T 4RX	08/05/2017 18:48:40	OBJ	<p>Our association objects to this application which seeks to "Display of 2 x internally illuminated fascia signs to flank elevation onto Whitfield Gardens."</p> <p>The application site is located on a wall facing Whitfield Gardens public open space and within the Charlotte Street conservation area. Most of the buildings surrounding Whitfield Gardens are architecturally positive contributors including the American International Church building which directly faces the application site.</p> <p>The applicant states that Whitfield Gardens is described in the Charlotte Street Appraisal and Management Plan (2008) as a "negative contributor" to the conservation area and that the proposed advertising will provide visual improvement.</p> <p>However, despite what the applicant states, Camden Council has made significant changes to Whitfield Gardens since 2008 after carrying out a public consultation on its improvement and completing works successfully. Despite some poor behaviour by some members of the public, the gardens is well used and is an important open space enjoyed by residents, workers and visitors who seek respite from the commercial activity of the neighbouring streets. We are pleased that further improvements to Whitfield Gardens are scheduled as part of Camden Council's West End Project.</p> <p>These intrusive illuminated signs will directly face onto Whitfield Gardens and have a negative impact on its visual appearance and the amenity of people using it.</p> <p>The Fitzrovia Open Space and Public Realm Study (part of the Fitzrovia Area Action Plan) stated:</p> <p>The pressure on [Fitzrovia's public open spaces] is huge due to the demand generated by office workers, shoppers, students and tourists as well as the residents." (p5, Fitzrovia Open Space and Public Realm Study, 2012.)</p> <p>The study also stated:</p> <p>"There is a general deficiency of all types of public space, but particularly 'soft' spaces including any type of vegetation such as trees, shrubs, grass and other plants."</p> <p>The application site has a steel trellis in front of it which provides security at the boundary between the gardens and the neighbouring residents' homes and business premises. The trellis also supports climbing plants and biodiversity of flora and fauna in the gardens.</p> <p>To erect the illuminated fascia signs this trellis would have to be removed and the applicant would likely seek to get the it removed permanently. The applicant describes the trellis as "large, obtrusive and alien fencing" and questions its status in planning terms, while choosing</p>

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					<p>to ignore (or is ignorant of) its designed positive function.</p> <p>The applicant also seeks to deter people from daubing the wall with graffiti, and prevent people from urinating in the gardens and against the flank wall by "designing out crime".</p> <p>While this is a commendable aspiration, the stark reality is that by removing the trellis as implied in the plans it would reveal a greater area of wall and an opportunity for even more graffiti; and the lack of a public toilet nearby combined with the 24 hour opening of the underground station (which has no public toilet) at Goodge Street, public urination -- which is commonplace in the area -- will undoubtedly continue.</p> <p>We find that the proposal would have a negative visual impact on the conservation area, impact negatively on the amenity of Whitfield Gardens, harm the existing biodiversity of flora and fauna, and could frustrate future environmental improvements to the gardens.</p> <p>For these reasons the application should be refused.</p> <p>Linus Rees director and trustee, Fitzrovia Neighbourhood Association</p>

2017/2098/A	Mathilde Jorge	79a tottenham court road London W1T 4TD	06/05/2017 13:06:23	OBJ	We do not need more light pollution and this type of advert does not fit in with the artistic environment of Fitzrovia.
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