

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/1775/A	Herman Tribelnig	Camden Town Urban Design Improvement Society POB 108 50 London NW1 8WF	21/05/2017 14:07:19	INT	<p>There is no objection to an electronic advertising panel positioned above a public pavement and supported by a post, BUT there is strong opposition to the location it is proposed in! We suggest an alternative position, below, a more suitable street scape wise location, with enhanced benefit for commercial exploitation of the intended product.</p> <p>-----</p> <p>The application details are wanting, are flimsy, contradictory, incomplete for purpose and are misleading. Why is there no East elevation provided?</p>

Further, is the proposal by No 110-118 Euston Road, or by 100-110 as stated in docs, or by 100-101, as in the drawings? Mabledon Place is not in NW1 but is in WC1. Not trying to be pedantic, but so much misleading stuff!

Further, the plan dimensions for the hefty concrete and metal braced post are stated as 0.9m x 0.9m (that is similar to a telephone box but 4 1/2 times higher) then it is stated as 0.84 x 0.84 and there is the ID number mix-up between 2 and 3 each referring to wildly different and differing materials for the post. The dark grey painted steel detail, an angle is what for?

Objection to the location:

THE STRUCTURE, BECAUSE OF IT'S SIZE OF POST AND PANEL (approx 34m2 elevation in total) ---BLOCKS--- THE VIEW TO TWO LISTED BUILDINGS, THE BRITISH LIBRARY AND THE UNIQUE ROOF SCAPE OF THE FORMER ST PANCRAS STATION HOTEL, BEYOND, WHEN VIEWED BY PEDESTRIANS AND ROAD USERS ALIKE APPROACHING FROM THE WEST AND BY A CONSIDERABLE DISTANCE. MORE SO IN WINTER TIME WHEN THE TREES NEAR THE JUNCTION WITH CHALTON STREET ARE BARE OF FOILAGE OR ILL-LIKE POLLARDED.

The hefty size post is not located and not shown in distance to the tactile paved ramp of the pedestrian crossing over Euston Road. Why not?

For that reason alone, the application should not have been validated.

ALTERNATIVE LOCATION FOR THE PROPOSAL:

Can I suggest that this structure be located on the corner at the other side of Euston Road with Mabledon Place by the tall 1960's office building. That building is aesthetically better suited to "absorb" the impact of the proposal without affecting the commercial viability of the enterprise of advertising. By contrast,

I would not be surprised that the revenue generation could be doubled due to the fact that the panel could operate double-sided for impact to traffic flow in both directions.

Please confirm and inform of the viability of these suggestions. Thank you.