

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/3158/P	Debbie Radcliffe for BCAAC	for Bloomsbury CAAC c/ Hugh Cullum Associates 61B Judd Street London WC1H 9QT	16/08/2017 19:08:49	OBJ	<p>Existing red BT phone boxes have recently been turned into mobile repair and office "pods" so why is there is now a desire to provide new telephone equipment in the public realm?</p> <p>The reality is that most people now, old and young, use mobile phones - which is presumably the reason the traditional red phone boxes are being turned into new business opportunities.</p> <p>Why doesn't BT make use of the phone boxes that are already in existence - sustainability is, after all, a key element of Camden's planning policy.</p> <p>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.</p> <p>The freestanding panel with digital screens would add unnecessary street clutter and reduce the amount of useable, unobstructed footway, which would be detrimental to the quality of the public realm, cause harm to highway safety along Grays In Road. It would also 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)</p> <p>In addition, the usual of internal illumination for the two proposed digital advertisements is inappropriate and unsympathetic in a conservation area and conflicts with Camden's planning policy. National guidance, as set out in the Department of Communities and Local Government's 'outdoor advertisements and signs: a guide for advertisers' clearly stated that illuminated advertisement "does not extend to any premises in a Conservation Area".</p>