



Dear Sofie

The Bloomsbury Conservation Area Advisory Committee objects strongly to the applications to install a visually intrusive digital screens at the pavement outside Western House, 246 High Holborn.

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. Also DP26, (Managing the impact of developers on occupiers and neighbours) as the digital advertisement screen will cause excess clutter on the pavement, impede access to passersby, and impact negatively on the quality of life of those who occupy adjacent properties.

The digital screens - and their content (as yet unknown) could easily distract car drivers - which is a safety hazard and contrary to policy CS17 (Making Camden a safer place) of the London Borough of Camden Local Development Framework Core Strategy and C5 (Safety and Security) of the Draft Camden Local Plan 2016.]

Advertising of this nature, on this scale, in this location will cause harm to the Conservation Area.

Best wishes,



Debbie Radcliffe
for Bloomsbury CAAC
c/o Hugh Cullum Architects
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