

From: Bloomsbury Association [REDACTED]
Sent: 30 May 2018 10:40
To: Planning <Planning@camden.gov.uk>
Cc: Harrison, Adam (Councillor) [REDACTED] Vincent, Sue (Councillor)
[REDACTED] Jonathan Glanz [REDACTED] Gentet, Matthias
[REDACTED] Stears, Kevin [REDACTED]
BCAAC@hughcullum.com; Bloomsbury Association [REDACTED]
Subject: APPLICATION FOR ADVERTISEMENT CONSENT 2018/0897/A

LAND AT ST GILES CIRCUS

126-136 CHARING CROSS ROAD LONDON WC2H 8NJ

TEMPORARY DISPLAY OF A NON-ILLUMINATED DISPLAY BOARD (MEASURING 6M IN WIDTH BY 3M IN HEIGHT WITH FRAME) FACING CENTRE POINT FOR A PERIOD OF 2 YEARS

Application for advertisement consent reference: 2018/0897/A

The Bloomsbury Association has reviewed the revised proposal uploaded onto the Council's planning web page on 1 May 2018.

We maintain our objection to the proposal for the reasons stated in our letter dated 7 March 2018. We believe that this is not a location for large scale advertising, whatever its form. As the revised photo-montages clearly show, it would be too damaging to public amenity in the newly created public space at St Giles Circus and presents too great a risk to south-bound traffic on Tottenham Court Road on completion of the West End Project. Far, far too much advertising is currently being proposed here and the Council needs to be resolute in its approach to defining an appropriate public realm at St Giles Circus and on Tottenham Court Road. The West End Project is motivated by the Council's aim to see an improvement in the environment; this proposal frustrates that ambition.

Equally, because of its size and location the display board would fail to maintain or improve (preserve or enhance) the setting of the neighbouring Bloomsbury, Denmark Street and Hanway Street Conservation Areas. This would not meet Policies A1, D1, D2 and D4 of the Camden Local Plan adopted by the Council in June 2017. It would similarly impact adversely on the setting of the neighbouring Soho Conservation Area in Westminster.

If officers are still minded to ignore adopted policy and recommend approval, the decision should be taken by Members. This is an important issue and the Council's newly elected Members should be given the opportunity to express their view.

Stephen Heath
Bloomsbury Association

Copies to:
Councillor Adam Harrison, London Borough of Camden
Councillor Sue Vincent, London Borough of Camden
Councillor Jonathan Glanz, City of Westminster
Matthias Gentet, London Borough of Camden
Kevin Stears, London Borough of Camden
Bloomsbury Conservation Area Advisory Committee
Bedford Estates
Covent Garden Community Association
Hanway Street Residents Association
Soho Society
Fitzrovia Neighbourhood Association
South Bloomsbury Residents' Association
Chair, Bloomsbury Association