

# APPENDIX 7

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**From:** [REDACTED]  
**Sent:** 19 October 2017 09:18  
**To:** Whittredge, Emily  
**Subject:** 2017/5628/A Delancey Street Retrospective Planning Application

## OBJECTION

Display of advertisement to boundary wall, Car Park, Delancey Street

Dear Ms Whittredge

I strongly object to this advertisement. It is ugly and unnecessary.  
It negatively affects the setting of Listed Buildings on Delancey Street and is not appropriate on the boundary of the Conservation Area. Each time an advert has been located on this wall it has got longer, more visible and more commercial. This is not appropriate in what is a residential area at this point.

I would be grateful if you could redact my personal details when this objection is added to the planning file. This is why I have emailed you rather than making the comments online.

with many thanks for your attention to this matter.

kind regards

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[REDACTED]  
33 Arlington Road  
London NW1 7ES

**From:** Gordon Macqueen [REDACTED]  
**Sent:** 06 November 2017 18:05  
**To:** Whittredge, Emily  
**Cc:** Margaret Richardson  
**Subject:** Delancey Street Wall Advert app 2017/5628/A  
**Attachments:** RegisterNGL847091.pdf; RegisterNGL878414.pdf; Delancey St - Red is Listed Grade II.pdf

Dear Emily Whittredge,

We are writing on behalf of the Camden Town Conservation Area Advisory Committee to object strongly to the incongruity and garishness of the painted wall advertisement for the following reasons:

- 1) they harm the settings of (and approaches to) the following heritage assets:-
  - The terraces of Listed buildings in the following streets:
  - Delancey Street, Mornington Terrace, the Edinboro Public House (Mornington Terrace)
  - Albert Street. Arlington Road, Mornington Crescent,
  - Gloucester Crescent, Regents Park Terrace, Gloucester Gate, Park Village , East Albany Street

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Please note that in none of these residential streets is there a single garish advertisement.

- 2) they harm the settings of (and approaches to) the following heritage assets:-
  - the Camden Town Conservation Area
  - the Primrose Hill Conservation Area
  - the Regents Park Conservation Area
  - Royal Regents Park

as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

(2) Without prejudice to section 72, in the exercise of the powers of appropriation, disposal and development (including redevelopment) conferred by the provisions of sections 232, 233 and 235(1) of the principal Act, a local authority shall have regard to the desirability of preserving features of special architectural or historic interest, and in particular, listed buildings.

(3) The reference in subsection (2) to a local authority includes a reference to a joint planning board F2. . .

[F3(4) Nothing in this section applies in relation to neighbourhood development orders.]

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Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/5628/A	David Thomas, Member Primrose Hill CAAC	Fiat 6 47 Regent's Park Road London NW1 7SY	05/11/2017 12:13:04	OBJ	This advertisement display spoils the entry to our Conservation Area and is negative towards its setting. We support the objection by the local residents and Camden Town CAAC.
2017/5628/A	penny jones	17/19 Delancey St Fl 4 London NW1 7NP	02/11/2017 16:45:04	COMMENT	We suggest the possibility of a local art initiative rather than advertisements.  Far too much and 'in your face'.

**Application No:**

**Consultees Name:**

**Consultees Addr:**

**Received:**

**Comment:**

**Response:**

Printed on: 31/10/2017 09:10:03

2017/5628/A

Sean Thomas

84 Delancey Street

30/10/2017 18:03:30

COMMENT

This stares at me every day from across my road. It is garish, intrusive, ugly, vulgar and tacky. It would be bad enough as a temporary hoarding, it is inexcusable as a permanent fixture on a grade 2 listed street.

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/5628/A	Hillary Bauer	85 Arlington Rd	25/10/2017 20:20:58	COMMEM ALL	I object very strongly to these enormous and inappropriate advertising hoardings erected without planning consent. They adversely affect the character of the pleasant street, in a conservation area and spoil the setting of the listed buildings. This is a residential area and not a commercial one and these 21 painted "estate agent's signs and the two huge name panels are entirely out of keeping and should all be removed. This little car park should be returned to unobtrusive painted walls (white most appropriate) and kept clean.
2017/5628/A	Catherine Colley	32 Delancey Street	24/10/2017 12:47:31	OBJ	I am responding as Chair of Delancey Street Residents Association and we are completely opposed to the display of advertisements to the boundary wall. It is out of keeping with the conversation area and is an eyesore in Delancey Street. Delancey Street is not a commercial street but a residential street. The council should make sure that our road is maintained in a manner that reflects the historical and residential nature of the area.
2017/5628/A	David Pannepacker	83 Arlington Road London NW1 7ES	24/10/2017 18:51:51	OBJ	I object to the use of this wall as an advertising space. It has been unclear to me, a resident of the area for the last 12 years, who owns this car park and why advertisements were permitted. It is clear now that they were never approved. This is a conservation area with many listed houses. A blank canvas like this should be used for a community mural welcoming people to Camden Town and Regents Park, not as free advertising space for estate agents. Our beautiful Parkway is already cluttered with too many estate agents as it is. This is not in keeping with the area and is a blatant misuse.

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/5628/A	Hannah Nicholson	81 Arlington Road Camden NW1 7ES	23/10/2017 14:13:43	OBJ	I wish to object to the proposed advertising boards and hoardings on the wall. They are incongruous and unsightly in a residential conservation area.
2017/5628/A	Hannah Nicholson	81 Arlington Road Camden NW1 7ES	23/10/2017 14:13:59	OBJ	I wish to object to the proposed advertising boards and hoardings on the wall. They are incongruous and unsightly in a residential conservation area.
2017/5628/A	Hannah Nicholson	81 Arlington Road Camden NW1 7ES	23/10/2017 14:13:57	OBJ	I wish to object to the proposed advertising boards and hoardings on the wall. They are incongruous and unsightly in a residential conservation area.
2017/5628/A	Hannah Nicholson	81 Arlington Road Camden NW1 7ES	23/10/2017 14:13:56	OBJ	I wish to object to the proposed advertising boards and hoardings on the wall. They are incongruous and unsightly in a residential conservation area.

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/5628/A	anthony Richardson	anthony Richardson 64 Albert Street London NW1 7NR	19/10/2017 09:50:01	OBJNOT	I OBJECT strongly to this application . The advertisement is a daily affront as I walk to and from work . This wall has had an advertisement in place for some years . but it is time for the use of the wall for advertising to be ended . It must be particularly unpleasant for the residents of Delancey Street facing it . Delancey Street is a fine street . There needs to be rebuilding of the broken down boundary wall and tree planting to screen the cars parked there .
2017/5628/A	penny jones	17/19 Delancey Street London ~W1 7NP	19/10/2017 14:33:17	COMMENT PER	Anodyne and unnecessary. Far too 'in your eye' A simple name & a house would be better.
2017/5628/A	Mr Guy Lane	70 Delancey Street NW1 7SA NW1 7SA NW1 7SA	19/10/2017 10:18:17	COMMENT	I live opposite the advertising which was put up without consultation with residents. The advertising is grotesque and destroys the visual character of my neighbourhood. It is trite, facile, garish and totally lacking in any degree of compatibility with our stunning Georgian terraced homes. I understand that the advertiser wishes to promote its services but this could easily be done in a manner which did not cause a violent dissonance with my family and friend's neighbourhood. For example, there was a large painted advertisement before the new iteration - although it was intrusive it was only typographic (rather than the current revolting graphics) and therefore far less objectionable. I rarely complain about the visual landscape in Delancey Street but this is, by any standards, absolutely unacceptable.
2017/5628/A	Mr Guy Lane	70 Delancey Street NW1 7SA NW1 7SA NW1 7SA	19/10/2017 10:18:25	COMMENT	I live opposite the advertising which was put up without consultation with residents. The advertising is grotesque and destroys the visual character of my neighbourhood. It is trite, facile, garish and totally lacking in any degree of compatibility with our stunning Georgian terraced homes. I understand that the advertiser wishes to promote its services but this could easily be done in a manner which did not cause a violent dissonance with my family and friend's neighbourhood. For example, there was a large painted advertisement before the new iteration - although it was intrusive it was only typographic (rather than the current revolting graphics) and therefore far less objectionable. I rarely complain about the visual landscape in Delancey Street but this is, by any standards, absolutely unacceptable.

Total: 6