

Application No:	Consultees Name:	Received:	Comment:	Response:
2019/5067/P	David Gallo	24/11/2019 22:07:07	OBJ	I own a flat in Fielding Court at 28 Earlham Street. ABSOLUTELY NOT!!! This is insane! this is a mixed residential and retail area -- it's not Times Square in New York. We have enough problems with rough sleepers, vagrants and drug thugs at the nearby McDonalds. We do not want, or need, any sort of "digital screens displaying electronic artwork". If the applicant didn't like the permitted uses when they bought their premises, they should have bought elsewhere. --
2019/5067/P	David Gallo	24/11/2019 22:06:52	OBJ	I own a flat in Fielding Court at 28 Earlham Street. ABSOLUTELY NOT!!! This is insane! this is a mixed residential and retail area -- it's not Times Square in New York. We have enough problems with rough sleepers, vagrants and drug thugs at the nearby McDonalds. We do not want, or need, any sort of "digital screens displaying electronic artwork". If the applicant didn't like the permitted uses when they bought their premises, they should have bought elsewhere. --
2019/5067/P	Covent Garden Community Association (Elizabeth Bax, Chair of Planning Subcommittee)	25/11/2019 00:10:18	OBJNOT	<p>Covent Garden Community Association (CGCA) must unfortunately object to this application for 6 moving art screens, located at the heart of the conservation area.</p> <p>If the trial period were for 3 months then we would withdraw our objection. We would suggest perhaps trying out only one or two screens for this time, to minimise cost.</p> <p>The applicant kindly gave us a tour of the site and explained the proposals. We expressed some concerns, but the applicant did indicate that any trial period would be for a matter of months, within which time it would hopefully be possible to assess whether the concerns were justified.</p> <p>The problem with the proposal is twofold:</p> <ul style="list-style-type: none"> <li>- Each screen would show moving images of the same size and brightness as a very large television. This might cause nuisance to residents living opposite in Earlham House on Earlham Street, and those at the north end of Tower Court.</li> <li>- A view has been widely expressed by long-term residents in the area, and by a majority of our planning committee, that the applicant has a tendency to promote neighbourhoods in which it has land ownership, and to seek to brand them. This promotion is commercial and can dominate the subtle character of historic areas. Art screens such as these are not really sympathetic to the context, and we feel that they constitute the type of promotion that can be problematic.</li> </ul> <p>Please ask the applicant to consider a much shorter trial period. If this is agreed, please explicitly condition any consent to require that images used must involve no advertising or branding. Please also require the units to be turned off (rather than just turned down low) between 9pm and 8am during the week and between 9pm and 10am at weekends.</p>
2019/5067/P	Kenton Price	24/11/2019 18:41:14	OBJ	My flat overlooks Tower Court. I strongly object to this proposal, the Disneyfication of Seven Dials is completely inappropriate. How bright are they? - I don't want a Piccadilly Circus in Tower Court. And it will almost certainly become an advertising hoarding without absolute guarantees to the contrary. Please do not let this go ahead at all, it's a slippery slope to cumulative ruin of the area.

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2019/5067/P	Richard Mark Friedhoff	24/11/2019 11:40:26	OBJ	<p data-bbox="880 132 1059 154">Dear Committee,</p> <p data-bbox="880 193 2016 308">The installation of 6 large scale video screens, whether they, for the moment, depict stained glass windows, advertisements, or scenes of Seven Dials, will adversely effect the historical character of the proposed buildings as well as Tower Court as a well preserved and charming pedestrian lane, and, indeed, the charm and character of the larger neighborhood.</p> <p data-bbox="880 346 2027 461">The whole world, and Central London is increasingly ablaze with large scale video installations. Indeed, neighborhoods near to, or adjoining Seven Dials, such as Piccadilly Circus, Leicester Square and Theatre Land are famous for their bright and dazzling lights. That is a good tone for them, but is totally inappropriate for Seven Dials.</p> <p data-bbox="880 499 2040 582">The precious, remarkable, and commercially and residentially attractive quality of Seven Dials is precisely that it is a surprising oasis of calm, charm and historically well preserved buildings spanning the centuries, right in the heart of central London. It amazes all who visit specifically for this reason.</p> <p data-bbox="880 620 2016 799">This is the special magic of the neighborhood that visitors, shoppers, residents and traders enjoy and savor every day, the moment they approach the Seven Dials Monument. As a resident, I see all the time how first time visitors are astonished by the calm and charm of Seven Dials. Tower Court is a special part of that fabric and, living here, literally every day, I see visitors curiously exploring this winding lane, surprised and intrigued by the quietude and the Georgian storefronts and houses. Indeed, on a daily basis, there are multi-lingual tour groups gathered in Tower Court, learning the history of this unique neighborhood.</p> <p data-bbox="880 837 2040 1102">I am not hidebound, most often support applications, and fully appreciate the need to balance the needs of commercial and residential members of our community with the desire for preservation. We can't live in the past. However, I can't think of anything that would deface and disrupt the special character of these buildings, Tower Court as a street, or the special personality of our neighborhood, than installing large scale video screens in this quiet lane. This won't add to the commercial vitality of the neighborhood, make the neighborhood better to live in, or attract new visitors. It will simply cheapen it, and diminish the special character that does, in fact, attract and inspire shoppers, residents and visitors. I am not against progress, and there are many things that might be proposed to continue to develop Seven Dials as a destination that would have my support, but this is definitely not one of them.</p>