

Application No:	Consultees Name:	Received:	Comment:	Response:
2020/0485/A	Edward Troup	29/02/2020 07:56:38	OBJ	<p>The application should be refused.</p> <p>The proposed digital display is excessively large, a potential distraction to pedestrians, cyclists and motorists and entirely out of keeping with the area. Apart from the immediate risks of distraction at a very busy junction, its visual impact creates an atmosphere which would be more in keeping in Piccadilly Circus rather than this mixed business and residential area.</p> <p>This stretch of High Holborn is a busy area to which recent improvements to the pavements and a number of buildings and shopfronts have helped restore the balance between people and traffic. Those improvements and the proposals in the Holborn area plan will result in a progressive reduction of traffic on High Holborn and improvements to Proctor Street will further improve the feel of the area for businesses, workers, visitors and for us residents. The installation of this sign is entirely inconsistent with those improvements and the area plan.</p> <p>This sign is also inappropriate and insensitive to the early and mid-20th century architectural surroundings. The sign faces onto a stretch of High Holborn with a number of buildings of architectural interest - notably the former Pearl Assurance building (the Rosewood Hotel) and the architecturally important modernist building at 237 High Holborn (New Look).</p> <p>The applicants may say in response that this application should be granted because a digital display is already in place on the north side of this building. Apart from the fact that southbound Proctor Street is primarily used by motorised traffic and not cyclists or pedestrians (it is just too dangerous and unwelcoming) the existing sign is an eyesore and a distraction (and excessively bright) and I hope that permission for it would not be given if it were to be installed now. I also hope that as part of the proposals to reroute traffic through Proctor Street the existing sign is removed to help restore a degree of neighbourhood feel to the area to the west end of Red Lion Square.</p>
