

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc. Please note there have been reports of emails purporting to be about Covid 19 being used as cover for scams so extra vigilance is required.

Dear LB Camden,

I am writing to object to this planning application.

I live in one of the streets where it is proposed to hang advertising banners from lampposts.

The grounds of my objection are loss of visual amenity due to increased visual clutter from the proposed banners.

These advertising banners are to be displayed in a mixed residential, office and retail area. But most of the proposed locations would mainly affect local residents.

It is striking that the examples of display banners on existing sites put forward by the applicants are almost all either on main traffic roads with few pedestrians or on busy shopping streets. Of the streets in Fitzrovia where the applicant wishes to display banners only Goodge Street comes at all close to those precedents.

The Fitzrovia streets are narrower than the precedents. They have less traffic. They are less cluttered with shopfronts and most have attractive old and new building facades that would be blocked and spoiled by the proposed banners.

My points are less valid about parts of Goodge Street and the more restaurant oriented part of Charlotte Street South of Goodge Street. But even these streets are quieter and narrower than most of the precedents advanced by the applicant. Moreover, even in these locations, the public realm improvements that Camden and Westminster are looking to make in response to the West End project and use changes in response to Covid (more outdoor seating) would be hindered by the visual effect of these banners.

The planning committee needs to be careful not to look at the individual street maps in isolation as these understate the impact. For example, the road junction nearest to my flat (Tottenham Street/ Whitfield Street) would have four banners under the proposal: two shown on the Tottenham Street map, one on the Whitfield Street Part 1 map and the fourth on the Whitfield Street Part 2 map.

Moreover, the two overview maps provided by the developer do not identify all the locations proposed on the individual maps. For example, for the Tottenham Street/ Whitfield Street junction only two of the four proposed banners are shown.

In my view the proposal should be rejected in its entirety because the visual clutter would detract from the look and feel of the area and hence reduce the amenity of residents and visitors.

If the Committee did wish to allow some part of the application then only a few of the banners proposed for the busiest parts of Goodge Street should be allowed.

Yours sincerely

Michael Romberg

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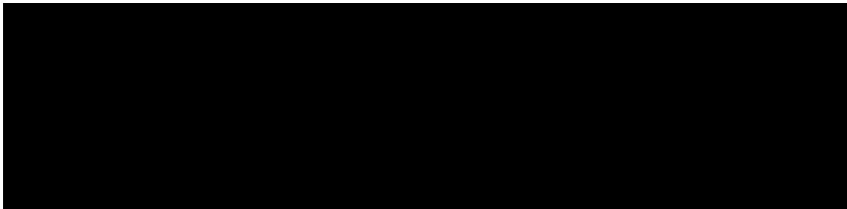
On 21 Mar 2021, at 23:05, Planning <Planning@camden.gov.uk> wrote:

Dear Michael

Thank you for your email. You may submit your comment by email once received an officer will log it against the application.

Kind regards

Sonia Cupid  
Planning Assistant



Dear LB Camden

The planning application was submitted on 17 March 2021. The closing date for comments is shown as 12 January 2021. That works better for time travellers than for me.

I would like to comment on the objection. But I cannot see the normal button for doing so. Will that appear once the glitch with the date has been corrected? If not, please, how do I make comments?

Thank you

Best wishes

Michael Romberg

Tottenham Street, W1