

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/2107/P	Covent Garden Community Association (Elizabeth Bax, Chair of Planning Subcommittee)	19/07/2021 23:20:32	COMMNT	<p>Covent Garden Community Association (CGCA) must object to this application. However, if the council is minded to grant permission then we request some additional conditions that would make the proposals less unacceptable to the community.</p> <p>-----</p> <p>The panel is very large, at 2.3 metres high and 1.3 metres wide. The site is at the main gateway to Seven Dials, within the Seven Dials Conservation area. Bright, ever-changing advertisements on this scale will harm the conservation area. We therefore ask you to refuse consent in this location.</p> <p>We acknowledge many elements of this new design which are an improvement on previous telecoms hub proposals, including a maintenance contract, a defibrillator and the ability to add CCTV in crime spots. We appreciate the considerable work that Camden has put into enabling these elements. These will make the unit much more suitable in other, less sensitive locations. However, the benefits do not outweigh the harm in this particular conservation area location, and we ask that this site be included in those where the old telephone 'boxes' are to be removed entirely and the pavement made good.</p> <p>-----</p> <p>If, despite our objection, you are minded to grant consent, then at the very least we would ask that you add additional conditions as follows:</p> <ul style="list-style-type: none"> • More frequent cleaning than the 4 week minimum mentioned in Camden's new 'Small Format Digital Advertising Specification', and more frequent checking than the 8 week interval suggested there. This is a very, very busy area and one in which urination, drug crime and littering makes things dirty astonishingly quickly. • Family-friendly advertising only, in this area where families live and visit. This may already be encompassed by paragraph 4.1.10 of the 'Small Format Digital Advertising Specification' where it specifies "Advertising content services to an industry acceptable standard required", but if not then we ask that it be made explicit. • CCTV fitted, prior to the hub being commissioned in this location, due to the high level of street drug crime. You will know that the current telephone kiosk has been the centre of gang-related activity for many years. <p>-----</p> <p>We must also express concern about a touch-screen on the telecoms side of the panel. Given the new respect that we must all have for the implications of infection, we feel that there should be some way in which any public touch-screen is made safe from one user to the next. Perhaps self-cleaning technology exists which could be introduced. If not, then much more frequent cleaning would seem sensible.</p> <p>-----</p>

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Finally, we believe that, if a need for a telecoms hub is identified in a conservation area, then a similar but smaller unit should be designed to address this need while causing less harm to the setting.

This is a particular issue at the location on the corner of Shaftesbury Avenue and Earlham Street. At this point, the high Victorian architecture of Cambridge Circus gives way to the diminutive, pre-Georgian architecture of Thomas Neal's uniquely designed streets in Seven Dials.
