



By Online Planning Register

Cambridge Past, Present & Future
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Dear Charlotte

23/00568/FUL: Installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator on Pavement Outside 19-23 Fitzroy Street Cambridge

Cambridge Past, Present & Future is Cambridge's largest civic society. We are a charity run by local people who are passionate about where they live. We operate in the greater Cambridge area and working with our members, supporters and volunteers we:

- Are dedicated to protecting and enhancing the green setting of Cambridge for people and nature.
- Care about Cambridge and are an independent voice for quality of life in the strategic planning of Greater Cambridge.
- Are working to protect, celebrate and improve the important built heritage of the Cambridge area.
- Own and care for green spaces and historic buildings in and around the city for people and nature, including Wandlebury Country Park, Coton Countryside Reserve, Cambridge Leper Chapel & Barnwell Meadows, Bourn Windmill and Hinxton Watermill.

Cambridge Past Present and Future object to the location of the hub unit as it introduces additional street clutter and harms the character and appearance of the Conservation Area contrary to Policy 61.

It is appreciated that the hub brings the benefits of free wi-fi; rapid charging; free phone calls, direct 999 and other benefits as listed on page 3 of the Product Details and Benefits. However, most people have their own mobile phone, so in reality, the purpose of the hub is to produce an income through advertising.

The hub is sited on the boundary of the Kite Conservation Area. The adjoining property of 17 Fitzroy Street is Grade II listed. Policy 61 therefore applies. The policy requires proposals to preserve and enhance listed buildings and the townscape of the conservation area and of spaces which contribute to the character and appearance of the conservation area; and be of appropriate design to respect the conservation area.

One side of the hub is a digital advertisement display. Historic England advice on advertising is that advertising panels tend to be incompatible with the visual sensitivity of the historical setting and add to street clutter. Particular care is needed in the case of internally illuminated digital screens. (Streets for All; Historic England 2018 page 39). General principles set out by Historic England are to avoid cluttering the street. New equipment should be located at the back of the footway, adjacent to the buildings, rather than on the edge of the footway where it is more obtrusive. The open aspect of the street should always be maintained. This also means that it does not impede pedestrian circulation.

The Hub is prominently located within the centre of the Street creating additional street clutter and the large lit advertisement display is a visually intrusive element in the Conservation Area and near the listed 17 Fitzroy Street. The Townscape Analysis in the Conservation Area Appraisal identifies views into New Square as important positive views. Section 8.7 of the Appraisal recommends that the Council continue to protect the positive views within the Conservation Area or its immediate setting. Looking west along Fitzroy Street, the hub would block views of New Square contrary to this guidance. Furthermore, the hub is in close proximity

to 17 Fitzroy Street, harming the setting of this listed building. The proposal is therefore considered contrary to policy 61.

I trust that you will take our comments into consideration.

Yours sincerely

Sarah Nicholas

Principal Planning Officer